

Summary Report

Baseline Survey—Consumer Knowledge, Practices and Attitudes

Electric Utility Deregulation and Consumer Choice

The Consumer Information Disclosure Series

By

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January 1998

The Consumer Information Disclosure Series

Papers in the Series

Information Disclosure for Electricity Sales: Consumer Preferences from Focus Groups

Full Environmental Disclosure for Electricity: Tracking and Report Key Information

Disclosure of Fuel Mix and Emissions by Retail Electric Service Providers: Issues of Confidentiality vs. Public Right to Know

Information Disclosure for Electricity Sales: Consumer Preferences from Focus Groups—Rocky Mountain West

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Information Consumers Want in Electricity Choice

Uniform Consumer Disclosure Standards for New England

Summary Report: Baseline Survey—Consumer Knowledge, Practices and Attitudes



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ISBN 1-55516-568-0

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Foreword

The National Council and Its Research Agenda

In November 1996, The National Council on Competition and the Electric Industry initiated its Consumer Information Disclosure Project to assist state regulators and legislators address consumer information needs in a competitive electricity environment. This effort followed the National Association of Regulatory Utility Commissioners' November 1996 resolution calling for enforceable, uniform standards that would allow retail consumers to easily compare price, price variability, resource mix and the environmental characteristics of their electricity purchases.

To implement this resolution, the National Council has initiated a multi-part research agenda. The research agenda is designed to identify and provide state regulators and legislators with technical information, consumer research and policy options. The tasks currently being undertaken are described below. A report, describing the research results, will be prepared for each task. Copies will be made available on the National Council's website as they become available.

Task 1—Full Environmental Disclosure for Electricity: Tracking and Reporting Key Information. This report identifies mechanisms to trace transactions from generators through sellers, aggregators or marketers to retail buyers to provide consumers with full resource mix and environmental characteristics disclosure.

Task 2—Disclosure of Fuel Mix and Emissions by Retail Electric Service Providers: Issues of Confidentiality versus the Public Right to Know. This report identifies the legal and policy considerations involving supplier's requests to keep information confidential versus the public interest in having the information publicly available to consumers and others.

Task 3—Price and Service Disclosure. This report presents standard options for comparing price information, risk, important contract terms and conditions, and consumer protection information in a uniform fashion.

Task 4—Consumer Preferences from Focus Groups. The report summarizes the results from consumer focus groups conducted with participants in New Hampshire and Massachusetts retail competition pilot programs. Separate focus group reports will summarize interviews with consumers in California, Washington and Colorado.

Task 5—Baseline Tracking Survey. This report describes a survey instrument to gather consumer information, knowledge, attitudes and practices relevant to retail electricity purchasing practices. The report summarizes the initial—or baseline—data on these issues.

Task 6—Disclosure Testing. This report will summarize the results of disclosure testing conducted to measure consumer acceptance, ease of use, comprehensibility and task performance.

Task 7—*Research Synthesis*. This final report will summarize all the disclosure-related research and make final recommendations, including model state statutes and regulations.

Task 8—*New England Disclosure Project*. This report summarizes the results of a seven-month effort working with New England regulators and stakeholders to design uniform disclosure standards for the six-state region. The report makes recommendations and includes proposed model rules.

The National Council’s home page address is: <http://eande.lbl.gov/NationalCouncil/>. (National Council Information is located at the bottom of the page).

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Acknowledgments

The authors wish to thank David Moskovitz of the Regulatory Assistance Project for his general guidance for the focus groups; Mario Teisl and Alan Levy of the U.S. Food and Drug Administration for their help in designing the moderator's guides and for staffing several of the focus groups; Lynn Halverson of Macro International for moderating the New England, West Coast and Colorado focus groups; Tom Swayer of Opinion Strategies for moderating the Ohio focus groups; and many local and regional officials for their interest in and support of this research.

Overview

The National Council on Competition and the Electric Industry consumer information disclosure project includes three types of consumer research: focus groups, baseline telephone survey and disclosure testing. This three-part consumer research effort was modeled after the consumer research that led to the now-familiar food label.

This report summarizes the results of the national baseline telephone survey of 1,307 adults. The survey assesses consumers' knowledge of and attitudes toward 1) the current state of the electric industry and deregulation in general, and 2) the task of consumers choosing among competing sellers in a deregulated, competitive environment.

The purpose of the baseline survey is to measure consumer knowledge, attitudes and beliefs at the outset of competition. The survey is repeated from time to time to assess how consumer education, information disclosure and product marketing effects consumer knowledge, attitudes and beliefs. The information from this and subsequent surveys is useful in designing efforts to educate consumers.

The survey was conducted from September 9 to 22 by Chilton Research Services (see appendix A for the survey questionnaire). Cross tabulations for all responses are available on the home page of the National Council on Competition and the Electric Industry.

Key Findings

Satisfaction with Electricity Suppliers Is High, but the Focus for Improvement Should Be on Suppliers' Environmental Concerns

Consumers throughout the country are quite satisfied with their electric suppliers. Of those surveyed:

- 91 percent are satisfied with electricity suppliers in general.
- 68 percent are satisfied with the price charged for electricity; in New England, only 52 percent are satisfied.
- 93 percent are satisfied with the reliability of their electricity supplier.
- 93 percent are satisfied with the overall service of their electricity supplier.
- 77 percent are satisfied with the environmental concern or sensitivity of their electricity supplier; in New England, slightly fewer (70 percent) are satisfied.

However, these results do suggest some areas of improvement that deregulation can address. These areas are price and perceived concern for the environment.

Regarding price, people want to pay less. In fact, two-thirds think the prices are too high. Yet, a great majority is satisfied with the price they pay.

The public's satisfaction with the environmental concern of electricity suppliers is quite high, but relative to the other areas it is rated lower. The public feels it is critical that the electric companies address this concern. Nearly all consumers (96 percent) feel it is important that electric companies be environmentally responsible. In fact, 92 percent say that preserving the environment is important, even if it costs more. Furthermore, the public expects electric companies to care a lot about:

- The amount of air pollution they create (86 percent).
- The amount of water pollution they create (86 percent).
- The amount of renewable resources, such as hydropower, solar and wind (78 percent).
- The amount of wildlife they may harm while producing electricity (80 percent).
- The amount of nuclear waste they create (85 percent).
- Promoting energy conservation practices (85 percent).

Californians' expectations, although very high, are significantly lower than those of the general public. Californians expect the electric companies to care a lot about:

- The amount of air pollution they create (78 percent).
- The amount of water pollution they create (79 percent).
- The amount of wildlife they may harm while producing electricity (72 percent).
- The amount of nuclear waste they create (78 percent).

Although no one area of concern absolutely rates above the others as being important, consumers say companies should care most about the amount of nuclear waste they create (25 percent). Table 1 shows the percentage of those who rate each area of concern as most important.

Table 1. Respondents' Opinions about What Electric Companies Should Care about

What Electric Companies Should Care Most About	National Percentage	California Percentage	New England Percentage
The amount of nuclear waste they create	25 percent	33 percent*	23 percent
The amount of air pollution they create	15 percent	14 percent	17 percent
The amount of water pollution they create	11 percent	10 percent	9 percent
Promoting energy conservation practices	11 percent	9 percent	19 percent *
The amount of wildlife or wildlife habitat they may harm while producing electricity	11 percent	6 percent *	11 percent
The amount of renewable resources such as hydropower, solar and wind they use	10 percent	13 percent	17 percent
All equal	10 percent	11 percent	4 percent
Unsure	5 percent	4 percent	1 percent

* Statistically significant difference when compared to general population.

Other environmental concerns include the following.

- A majority of consumers (52 percent) feel that global warming is a real concern.
- Most believe pollution created during the production of electricity is relatively small, however, as little more than seven in 10 (72 percent) agree, at least somewhat, that other sources of pollution are greater. In New England, only 63 percent agree.

Consumers believe the electric companies cannot protect the environment alone; they need the assistance and encouragement of the government. Nearly all consumers (89 percent) believe the government has an important role in protecting the environment. However, they are split over whether the government should regulate the electricity industry (49 percent agree vs. 49 percent disagree) specifically.

Customers' Knowledge about their Electricity Supplier Is Low

Consumers lack knowledge about their electricity supplier except for the amount of their bill. There is low knowledge about the specifics of their bill or about the energy sources of their electricity supplier.

Billing and Usage

In general, besides the overall cost of their monthly bill, customers do not know much factual information about their electricity supplier or their own current energy usage.

When asked how many kilowatt-hours of energy they use per month, more than three-quarters of consumers (77 percent) say they do not know. These percentages do not improve much even when the question is asked of only those people who are responsible for paying their household's electric bill. Among bill payers, 76 percent are unaware of their kilowatt usage.

Similarly, most consumers do not know how much they are charged per kilowatt-hour. In total, 87 percent say they do not know how much they are charged. This percentage is slightly lower among bill payers (86 percent) and higher among non-bill payers (92 percent).

When asked what their total electricity bill was for the previous month, most people (94 percent) were able to guess. Of those who are responsible for paying their electric bill, 96 percent say they know the amount. Of those who are not the household electric bill payer, 25 percent say they do not know what the amount of their electricity bill was.

Knowledge of Power Source

Consumers are also not very knowledgeable about the sources of their electricity. Table 2 shows the breakdown of the sources of energy that consumers think are most heavily used in their region.

Table 2. Percentage of Consumers Who Believe a Source Is One of the Top Three, Compared to the Actual Ranking of the Source

Source	East		Midwest		South		West	
	Perceived Percent	Actual Rank						
Coal	28 percent	2	42 percent	1	32 percent	1	23 percent	1
Nuclear	24 percent	1	29 percent	2	25 percent	3	17 percent	3
Natural Gas	50 percent	3	44 percent	3	40 percent	2	42 percent	4
Hydro-electric	34 percent	4	26 percent	4	39 percent	5	51 percent	2
Oil	44 percent	5	18 percent	5	20 percent	4	18 percent	
Waste-to-energy	3 percent		4 percent		2 percent		1 percent	
Wood/biomass	7 percent		4 percent		6 percent		5 percent	
Wind	2 percent		3 percent		3 percent		17 percent	
Geo-thermal	4 percent		4 percent		3 percent		7 percent	5
Solar	11 percent		9 percent		12 percent		10 percent	

* Less than 0.5 percent.

There is a discrepancy between the actual primary sources of energy and what people think their electric suppliers use most heavily. The main source of power nationally is coal. However, the majority of respondents did not name this source as the most heavily used in their area (East, 11.2 percent, Midwest, 25.4 percent, South, 17.3 percent, West, 13.5 percent). Table 2 combines consumers' perceptions of the three most heavily used energy sources in their area. Nationally, the top fuel sources and percentages are approximately: coal (60 percent), nuclear (20 percent), natural gas (10 percent), hydroelectric (8 percent) and oil (3 percent). Table 2 highlights that, in general, less than half the consumers in any region named any one of the top three sources.

Consumers' Feelings About Energy Sources

Consumers were asked to rate the same fuel sources on a scale of 1 to 5, where 5 means they like a fuel source very much and 1 means they do not like this fuel source at all. They also rated the sources on how harmful to the environment they thought they were. This rating also was made on a scale of 1 to 5, where 5 means not at all harmful and 1 means very harmful to the environment. Table 3 shows the overall results of the rating.

Table 3. Energy Source Preference and Environmental Impact Scores for Energy Sources*

Source	Energy Source Preference Score	Environmental Impact Score
Solar	4.26	4.44
Coal	2.29	2.40
Oil	2.57	2.42
Natural gas	3.72	3.33
Nuclear	2.22	2.27
Hydroelectric	3.87	3.69
Wind	3.97	4.28
Waste-to-energy	3.36	3.32
Wood or other biomass	2.75	2.74
Geothermal	3.38	3.43

*The higher the score, the more positive the rating. The higher the Energy Space Preference Score, the higher the rating of how much they like the source of energy. The higher the Environmental Impact Score, the less harmful the respondent rated the source.

(Consumers tend to rate the sources on their overall like or dislike of them in relation to how harmful they perceive the sources to be to the environment.) For example, consumers most like solar power and feel it is least harmful to the environment, while nuclear power is least liked and is perceived as most harmful to the environment.

The environmental implications of their energy sources are very important to consumers when assessing their opinions about electricity. Most consumers (82 percent) say that whether an energy source is harmful to the environment is a very important reason for liking or disliking an energy source. When compared to other reasons, 65 percent of consumers think that

the price of electricity that comes from the different sources is very important, while less than half (45 percent) think that the source (whether of foreign or domestic origin) is very important.

Conservation Practices

Considering that the respondents basically voiced two concerns—high prices and environmental issues—it is interesting to look at their own behaviors in regard to energy conservation activities. Most homeowners have done something to conserve energy. Table 4 shows some of those activities.

Table 4. Energy Conservation Activities

Activity	National Percent	New England Percent	California Percent
Turned off unneeded lights and appliances.	94 percent	93 percent	93 percent
Added insulation to walls, ceilings or the water heater.	72 percent	73 percent	71 percent
Replaced appliances with energy-efficient models.	72 percent	62 percent *	72 percent
Ran large appliances like the dishwasher at night when electricity demand is lower.	62 percent	68 percent	70 percent
Installed automatic set-back thermostat.	34 percent	29 percent	39 percent
Participated in an energy conservation program offered through electric company or some other group.	25 percent	37 percent *	29 percent

* Statistically significant difference when compared to general population.

For most consumers (75 percent) saving money or lowering their electric bill was the primary reason for making conservation efforts. Fifty percent give reasons pertaining to the outside environment, such as to save scarce fuels or conserve energy (43 percent), to reduce air and water pollution caused by producing electricity (9 percent), and to help or protect the environment (2 percent).

Energy Deregulation

With the onset of deregulation of the electricity industry, it is critically important for the industry and policymakers to understand the customer's view of this endeavor. In general, because the number of pilot programs for competition is so limited, many people do not have firsthand knowledge of or exposure to deregulation information. A summary follows of findings about the public's knowledge of, attitudes toward, and opinions about deregulation.

Knowledge about Deregulation

- A majority of consumers (52 percent) have heard about the deregulation of electric utilities. This number is slightly higher for bill payers (54 percent) and is lower for non-bill payers (43 percent). There are differences in this knowledge across race as well: 55 percent of whites have heard about deregulation, whereas only 38 percent of African-Americans and 31 percent and Hispanics have heard about it. Sixty percent of the consumers who describe their race as "Other" have heard about deregulation. The higher the level of education that consumers achieve, the more likely they are to have heard about deregulation (less than high school graduate, 36 percent, high school graduate, 47 percent, some college, more than 60 percent). Finally, there is also a regional difference in people's knowledge of deregulation: 64 percent of consumers in the East have heard about deregulation, whereas only about half of consumers in the West (53 percent), Midwest (50 percent) and South (47 percent) have heard. The highest level of knowledge about deregulation is in New England (66 percent), and it is similarly high in California (63 percent).
- It is most likely that consumers who have heard about the deregulation know that they will have some choice in who their supplier will be (48 percent). About one third (30 percent) only know that deregulation is going to occur, but nothing more. One in 10 (10 percent) say they have heard deregulation will lower the price of electricity.
- For most consumers, major media have been the primary source of deregulation knowledge. When asked to say where they heard about deregulation, seven in ten first mention either television (35 percent) or the newspaper (35 percent). Few consumers (1 percent) cite their electric company as the source of their deregulation knowledge.
- Since deregulation is in its early stages with limited roll-out pilot programs, only 4 percent of those knowledgeable about deregulation (2 percent of the total population), say they have received mailings from companies who want to be their electricity supplier.
- Because numbers are so few, researchers can make only one general observation: Of the small number that say they have received mailings, an overwhelming majority say they are not considering changing their current electricity supplier.

General Opinions about Deregulation

- Deregulation is not likely to change the service that electric companies supply to their customers, according to a plurality of consumers. Forty-six percent say that, after deregulation, service will stay about the same. The remainder are split over whether their service will improve (25 percent) or decline (26 percent). African-American respondents are much more optimistic about deregulation: 42 percent think their service will improve, while 36 percent say it will stay the same and only 20 percent say it will decline. Similar optimism is seen in Hispanics and other minorities, as well: 32 percent think their service will improve compared to only 22 percent of whites. In New England, 37 percent think their service will stay the same and, more optimistically, 34 percent think things will improve.
- A majority of consumers (57 percent) see no change in the reliability of their electric service.
- Although most Americans see no general change in their electricity service, they are divided about the effect of deregulation on the price they will pay for electricity. A fairly equal proportion believe the price they will pay will either increase (35 percent), decrease (33 percent) or stay about the same (31 percent). This even split decreases with age: of respondents 61 years of age and older, 45 percent think the price they pay will increase, and only 17 percent think they will decrease. This split also differs based on education: consumers with a high school degree or less are less optimistic than those who have some college education. Table 5 provides a breakdown of responses by age and education.

Table 5. Perceptions of Price by Age and Education

Electricity Price Will	Age				Education		
	18-30	31-44	45-60	61+	Less than High School	High School Graduate	Some College+
Increase	30 percent	28 percent	41 percent	45 percent	45 percent	40 percent	29 percent
Decrease	30 percent	28 percent	41 percent	45 percent	45 percent	40 percent	29 percent
Stay Same	30 percent	28 percent	41 percent	45 percent	45 percent	40 percent	29 percent

- It is clear that consumers perceive that deregulation and the idea of choice will have an effect on the environment. Seven of 10 consumers believe they would be able to affect the amount of pollution created by choosing electricity suppliers that use cleaner production methods.

- The results of this survey indicate that, when they create information campaigns about deregulation and choice, suppliers need to emphasize the reliability of their service, the price, and effects on the environment. Six of 10 consumers say information about reliability would be very useful to them when making a choice about an electricity supplier. Price information would be very useful to a majority of consumers (51 percent). Similarly, information about the environmental effect would be very useful to nearly half the consumers (49 percent). Least useful would be information about corporate location, because nearly four in ten (37 percent) consumers say they would not find this information useful.
- More than two-thirds (68 percent) of consumers think electricity for low-income families should be guaranteed, even though it may be costly. This support varies based on income; three-quarters of those who have an annual household income of less than \$20,000 support this idea. Further, 73 percent of consumers who earn less than \$50,000 support this, compared with 63 percent of consumers who earn more than \$50,000 do. As income increases, the likelihood of assisting low-income families decreases, but the majority of consumers still support the idea.

Conclusions

The results of this survey clearly indicate that consumers generally are content with the current method of electricity supply, although there are some areas of concern exist, namely environmental responsibility and price.

Although deregulation can address both these concerns, most consumers believe it will have a minimal effect on their current supply of power, although there is some disagreement—or even uncertainty—about how deregulation will affect price. Challenges for suppliers include informing consumers about price in a way that they can understand or better educating them about technical terms such as kilowatt-hours.

As deregulation and choice continue to advance, electricity suppliers should design communication campaigns that emphasize the benefits of high-quality service, reliability, lower price due to competition, and a more responsible concern for the environment. These highlighted consumer benefits (backed by action) certainly will help these companies that are part of this deregulation.

Methodology

A total of 1,307 interviews were conducted by Chilton Research Services. The study was a national random sample of people aged 18 and over in the 48 contiguous United States. Additionally, an over-sample of 192 random adults in New England was included. A total of 125 California residents were randomly interviewed. Telephone interviews were conducted September 9 through 22. After the data were collected, the sample was balanced back to the census parameters for region, race, sex, age and education. The margin of error for a 95 percent confidence interval is plus or minus 3.0 percent.

Appendix A. Telephone Interview Questionnaire

The following pages contain the questionnaire used for the telephone interviews conducted by Chilton Research Services.

National Council on Competition and the Electric Industry Electricity Deregulation Tracking Survey

Hello, I'm _____ calling from Chilton Research Services on behalf of the National Council, a group responsible for regulating electric power utilities around the country. We are conducting a survey to find out how people like you feel about their electrical power service and the companies who supply them with electricity. Thinking of all the male/female adults 18 years of age and older, living in this household. . .may I please speak to the one who last had a birthday? (IF NO MALE/FEMALE IN THE HOUSEHOLD, ASK: Then may I please speak to the female/male who last had a birthday)

(IF NECESSARY:)

Any information you give will be anonymous. Your name is not recorded as part of the interview. After the interview, your name is deleted and will never be associated with your answers. Your cooperation is voluntary, but vital to our agency's needs.

1. First, are you the person or one of the people who regularly handles the household bills like the phone and electric bill?

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Yes	1
No	2
Don't know/No opinion	8
NA/Refused	9

I'd like to ask about your current supplier of electricity.

4. Who is your current electric utility or electric company?

(INTERVIEWER NOTE: If difficulties, probe) That is, who sends you your electric bill?

INTERVIEWER NOTE: If the respondent gives the abbreviation-ask them for the full name; please enter both

209

VBA

Don't know/No opinion	88
NA/Refused	99

5. How satisfied are you with (READ ITEM): Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied? How satisfied would you say you are with:

(READ NEXT ITEM):

Very satisfied	1
Somewhat satisfied	2
Not too satisfied	3
Not at all satisfied	4
DK/No opinion	8
NA/Refused	9

- A. The price charged for your electricity -> _210
- B. The reliability of you electric company -> _211
- C. The service provided by your current electric company -> _212
- D. The environmental concern or sensitivity of your current electric company -> _213
- E. Your electric company in general -> _214

- 10. How important is it to you that your electric company be environmentally responsible?
Would that be: very important, somewhat important, not too important or not at all important

238

Very important	1
Somewhat important	2
Not too important	3
Not at all important	4
Don't know/No opinion	8
NA/Refused	9

- 11. Do you expect your electric company to care a lot, a little or not at all about (READ EACH ITEM):

Care a lot	1
A little	2
Not at all	3
DK/No opinion	8
NA/Refused	9

- A. The amount of air pollution they create -> _241
- B. The amount of water pollution they create -> _242
- C. The amount of renewable resources such as hydropower, solar and wind they use -> _243
- D. The amount of wildlife or wildlife habitat they may harm while making electricity -> _244
- E. The amount of nuclear waste they create -> _245
- F. Promoting energy conservation practices -> _246

12. Which of these do you think your electric company should care most about?(READ ITEMS)

251

A. The amount of air pollution they create	1
B. The amount of water pollution they create	2
C. The amount of renewable resources such as hydropower, solar and wind they use	3
D. The amount of wildlife or wildlife habitat they may harm while making electricity	4
E. The amount of nuclear waste they create	5
F. Promoting energy conservation practices	6
Don't know/No opinion	8
NA/Refused	9

14. I'm going to read a list of different fuel and energy sources. After I read the list, I'd like you to tell me what energy source is most heavily used to produce electricity in your area. (READ LIST AND REPEAT LIST IF RESPONDENT REQUESTS). What's the next most heavily used? What's the third?

Solar	01
Coal	02
Oil	03
Natural Gas	04
Nuclear	05
Hydroelectric	06
Wind	07
Waste-to-energy	08
Wood or other biomass	09
Geothermal	10
Other(Specify)_____	LL
Don't know/No opinion	88
NA/Refused	99

First mention_253-54 Second Mention_255-56_ Third Mention_257-58

15. I'm going to read the same list of different types of fuel and I'd like you to tell me how much you like each type. On a scale from 1 to 5, where 5 means you like this fuel source very much and 1 means you do not like this fuel source at all, how much do you like (READ ITEMS).

Like very much	5
	4
	3
	2
Do not like at all	1
Don't know/No opinion	8
NA/Refused	9

A. Solar	-> _261
B. Coal	-> _262
C. Oil	-> _263
D. Natural Gas	-> _264
E. Nuclear	-> _265
F. Hydroelectric	-> _266
G. Wind	-> _267
H. Waste-to-energy	-> _268
I. Wood or other biomass	-> _269
J. Geothermal	-> _270

16. I'm going to read a list of possible reasons for liking and disliking a certain energy source. For each, please tell me if it is a very important, somewhat important, not too important or not at all important reason to you for liking or disliking a certain energy source.

Very important	1
Somewhat important	2
Not too important	3
Not at all important	4
Don't know/No opinion	8
NA/Refused	9

- A. The price of the electricity that comes from the different sources -> _273
 B. Whether the energy source is of domestic or foreign origin -> _274
 C. If using the energy source is harmful to the environment -> _275

17. For the same list of fuels, I would like you to rate how harmful to the environment you think each type of fuel is. On a scale of 1 to 5 where 5 means not at all harmful to the environment and 1 means very harmful to the environment, how harmful do you think (READ ITEMS) is:

Not at all harmful to the environment	5
	4
	3
	2
Very harmful to the environment	1
Don't know/No opinion	8
NA/Refused	9

- A. Solar
 -> _308 |
- B. Coal
 -> _309 |
- C. Oil
 -> _310 |
- D. Natural Gas
 -> _311 |
- E. Nuclear
 -> _312 |
- F. Hydroelectric
 -> _313 |
- G. Wind
 -> _314 |
- H. Waste-to-energy
 -> _315 |

- I. Wood or other biomass -> _316
 J. Geothermal -> _317

Now I'd like you to think about your own electricity use last month.

18. Do you rent or own the residence you live in?

321

Rent	1
Own	2 (SKIP TO question 20)
Other	3
Don't know/No opinion	8
NA/Refused	9

19. Is the electricity bill included in your rent or do you pay it separately?

322

Included in rent	1 (SKIP TO question 25)
Pay separately	2
Don't know/No opinion	8
NA/Refused	9

20. Are other services such as gas included in your electric bill?

323

Yes	1
No	2
Don't know/No opinion	8
NA/Refused	9

22. About how many Kilowatt-hours of energy did you use during the month?

325-330

— — — — kWh

Don't know/No opinion	88888
NA/Refused	99999

23. About how much was your total electricity bill last month?

INTERVIEWER PROBE: DO NOT INCLUDE GAS IN BILL

331-334

\$ — — — —

Don't know/No opinion	8888
NA/Refused	9999

24. About how much were you charged per Kilowatt-hour?

335-336

___ cents/kWh

ROUND TO NEAREST CENT

More than \$1.00	00
Don't know/No opinion	88
NA/Refused	99

25. Have ever tried any of the following as a way to reduce your electricity use around the house? Have you ever (READ ITEMS)

Yes	1
No	2
Don't know/No opinion	D
NA/Refused	R

- A. Added insulation to walls, ceilings or the water heater -> _337
- B. Replaced appliances with energy-efficient models -> _338
- C. Installed automatic set-back thermostat -> _339
- D. Turned off unneeded lights and appliances -> _340
- E. Ran large appliances like the dishwasher atnight when electricity demand is lower -> _341
- F. Participated in an energy conservation program offered through your electric company or some other group -> _342

AUTHOR NOTE: ASK IF question 25F = 1, OTHERWISE SKIP TO question.26

25.1 Was that your electric company, community group, or some other group?

343

Electric Company	1
Community Group	2
Other	3
Don't know/No Opinion	8
NA/Refused	9

**AUTHOR NOTE: IF ANSWERED NO TO ALL QUESTIONS IN QUESTION 25, SKIP TO
28. DO NOT READ ITEMS, ALLOW 3 RESPONSES**

26. What was your main reason for doing these things? (DO NOT READ)

344-45, 346-47, 348-49
VBA = 277

To save money/lower electric bill	01
To reduce air and water pollution caused by producing electricity	02

To save scarce fuels/conserve energy	03
Other(Specify)_____	LL
Don't know/No opinion	88
NA/Refused	99

- 26.1 Now, I'm going to read a few statements and for each one I'd like you to tell me if you agree or disagree with it. (GET ANSWER, THEN ASK:) Is that agree/disagree strongly or somewhat?

Strongly agree	1
Somewhat agree	2
Somewhat disagree	3
Strongly disagree	4
DK/No opinion	8
NA/Refused	9

- A. I think the prices we pay for electricity are too high -> _436
- B. Preserving the natural environment is important even if it costs more -> _437
- C. I think the concern about global warming is exaggerated -> _438
- D. I believe the government has an important role in protecting the environment -> _439
- E. I think the electricity service of low-income families should be guaranteed even though it may be costly -> _440
- F. The total amount of pollution created during the creation of electricity is small when compared to other sources of pollution -> _441
- G. I think the government should regulate the electricity industry -> _442

Now I'd like to ask you about some possible changes in the electricity generation industry.

28. Have you heard anything about the deregulation of electric utilities or the possibility that some people may choose their electric company?

351

Yes	1
No	2 (SKIP TO QUESTION 37)
Don't know/No opinion	8 (SKIP TO QUESTION 37)
NA/Refused	9 (SKIP TO QUESTION 37)

29. What have you heard about electricity deregulation?
 (PROBE: HOW DOES IT WORK?)

352

VBA

CODES FOR CODING:

Our electric company will be deregulated	01
We will be able to choose our supplier	02
Prices will go down	03
Prices will go down for large customers but not for small users	04
Prices will go up	05
It will be like telephone deregulation	06
I will get a lot of calls	07
Electric companies will get bailed out	08
Electric companies will have to shut plants and/or layoff workers	09
Don't know/No opinion	88
NA/Refused	99

AUTHOR NOTE: ALLOW UP TO 3 RESPONSES

30. Where did you hear about electricity deregulation?

(INTERVIEWER NOTE—IF “MAGAZINE,” PROBE: WAS THAT PART OF A NEWS STORY
OR ADVERTISEMENT?)

354-359

Television	01
Radio	02
Newspaper	03
Advertising or solicitation	04
Neighbor or friend	05
Magazine	06
Other (Specify)_____	LL
Don't know/No opinion	88

31. Have you received any mailings or offers from companies who want to be your electric company?

360

Yes	1
No	2 (SKIP TO QUESTION 37)
Don't know/No opinion	8 (SKIP TO QUESTION 37)
NA/Refused	9 (SKIP TO QUESTION 37)

AUTHOR NOTE: VERIFY RESPONSES OVER 10

33. I'd like you to think about the advertising, mailings and offers you received from companies that wanted to sell you electricity. About how many companies do you remember seeing advertising from or receiving flyers from in the mail or receiving other types of solicitations?

368-369

— —	
Don't know/No opinion	88
NA/Refused	99

33.1 Are you considering changing who supplies your electricity?

372

Yes	1
No	2
Don't know/No opinion	8
NA/Refused	9

33.2 Have you recently changed who supplies your electricity?

373

Yes	1
No	2
Don't know/No opinion	8
NA/Refused	9

**AUTHOR NOTE: IF QUESTION 33.1 AND QUESTION 33.2=2,8,9, SKIP TO QUESTION
36**

34. About how many companies did you or would you consider when making your final choice of who supplies your electricity?

370-371

— —	
Don't know/No opinion	88
NA/Refused	99

36. Did you find comparing the offers from different companies was (READ ITEMS)

421

Very easy	1
Somewhat easy	2
Somewhat difficult	3
Very difficult	4
(VOL)Haven't compared companies yet	5
Don't know/No opinion	8
NA/Refused	9

37. Under deregulation all existing electric utilities plus many new companies will be allowed to compete to serve you. Utility regulators will no longer say how each company should produce power or how much they can charge. Under deregulation. . .

Do you think that your electricity service would. . .(READ ITEMS)

422

Improve	1
Get worse	2
Stay about the same	3
Don't know/No opinion	8
NA/Refused	9

38. Do you think the reliability of your electricity service would. . .(READ ITEMS)

423

Improve	1
Get worse	2
Stay about the same	3
Don't know/No opinion	8
NA/Refused	9

39. Do you think the price you would pay for electricity will. . .(READ ITEMS)

424

Increase	1
Decrease	2
Stay about the same	3
Don't know/No opinion	8
NA/Refused	9

40. Do you think consumers would be able to affect the amount of pollution created by choosing electric suppliers who use cleaner production methods?

425

Yes	1
No	2
Don't know/No opinion	8
NA/Refused	9

41. How useful would you find the following information when making a decision about choosing an electric company. Would you say very useful, somewhat useful, not too useful, not useful at all?

Very useful	1
Somewhat useful	2
Not too useful	3
Not useful at all	4
(VOL)Never received information	5
Don't know/No opinion	8
NA/Refused	9

- A. Price -> _426
- B. Reliability -> _427
- C. Environmental Information -> _428
- D. Contract terms -> _429
- E. Consumer complaint history -> _430
- F. Years in business -> _431
- G. Corporate location -> _432

- 41.1 Is there anything else you would find useful?

434

Yes	1-GO TO VBA SPACE TO ENTER RESPONSE
No	2
Don't know/No opinion	8
NA/Refused	9

**AUTHOR NOTE: ASK ONLY OF CALIFORNIA RESIDENTS, OTHERWISE SKIP TO
QUESTION 43**

42. Have you ever heard of the Renewable Energy Branding Project's Green-e Program?

463

Yes	1
No	2 (SKIP TO QUESTION 43)
Don't know/No opinion	8 (SKIP TO QUESTION 43)
NA/Refused	9 (SKIP TO QUESTION 43)

42.1 Would you be more likely to purchase electricity from a company certified by the Green-e program than a company that is not?

464

Yes	1
No	2
Don't know/No opinion	8
NA/Refused	9

And finally, I have a few questions for statistical purposes.

43. How many people live in your household, including you and any children?

446-447

Don't know/No opinion	88
NA/Refused	99

44. In what year were you born?

115-18

— — ?	
Don't know/No opinion	8888
NA/Refused	9999

AGE RECODE

448-451

AGE VERIFICATION

452-453

45. What was the last grade of school you completed?

456

8th grade or less	1
Some high school	2
Graduated high school	3
Some college	4 (ASK IF SCHOOL WAS A TECHNICAL SCHOOL; IF IT WAS, ENTER 3 FOR HIGH SCHOOL)
Graduated College	5

Post-graduate	6
Don't know/No opinion	8
NA/Refused	9

- 45.1 Are you of Hispanic origin or background?
 (IF "YES," ASK:) Are you White Hispanic or Black Hispanic?
 (IF "NO," ASK:) Are you white, black, or some other race?

461

White	1
Black	2
White Hispanic	3
Black Hispanic	4
Hispanic (no race given)	5
Other Race	6
NA/Refused	9

46. If you added together the yearly incomes, before taxes, of all the members of your household for last year, 1996, would the total be: (READ LIST)

457

Less than \$30,000, or \$30,000 or more (DO NOT READ) NA/Refused	1 2 (SKIP TO QUESTION 46.2) 9 (SKIP TO QUESTION 47)
--	---

- 46.1 Would that be: (READ LIST)

458

Under \$8,000	1 (SKIP TO QUESTION 47)
\$8,000 but less than \$12,000	2 (SKIP TO QUESTION 47)
\$12,000 but less than \$20,000	3 (SKIP TO QUESTION 47)
\$20,000 but less than \$30,000	4 (SKIP TO QUESTION 47)
(DO NOT READ) NA/Refused	9 (SKIP TO QUESTION 47)

- 46.2 Would that be: (READ LIST)

459

\$30,000 but less than \$50,000	1
\$50,000 but less than \$75,000	2
Or \$75,000 or more	3
(DO NOT READ) NA/Refused	9

47. Do you belong to or have you recently made a donation to any environmental organization?

460

Yes	1
No	2
Don't know/No opinion	8
NA/Refused	9

THANK RESPONDENT.

RESPONDENT'S SEX:

141

Male	1
Female	2

Appendix B. Census Regions and Divisions of the United States

The following table shows the regional breakdown of the United States in the groups discussed.

West Region	Midwest Region*	South Region	Northeast Region
Pacific Division	West North Central	West South Central	Middle Atlantic
Alaska	Iowa	Arkansas	New Jersey
California	Kansas	Louisiana	New York
Hawaii	Minnesota	Oklahoma	Pennsylvania
Oregon	Missouri	Texas	
Washington	Nebraska		
	North Dakota	East South Central	New England
Mountain Division	South Dakota	Alabama	Connecticut
Arizona		Kentucky	Maine
Colorado	East North Central	Mississippi	Massachusetts
Idaho	Illinois	Tennessee	New Hampshire
Montana	Indiana		Rhode Island
Nevada	Michigan	South Atlantic	Vermont
New Mexico	Ohio	Delaware	
Utah	Wisconsin	District of Columbia	
Wyoming		Florida	
		Georgia	
		Maryland	
		North Carolina	
		South Carolina	
		Virginia	
		West Virginia	

* The Midwest Region was called the North Central Region until June 1994.

Appendix C. Cross Tabulations for Selected Questions

The following tables provide cross tabulations for a few selected questions. A more complete set of cross tabulations is available from the National Council's home page, <http://EandE.lbl.gov/NationalCouncil/>.

Each response includes three rows of numbers. The first row is the raw number of respondents that gave that response, both in total and disaggregated according to various demographic characteristics. For example, on question 05A, 376 respondents answered "Very Satisfied," as did 173 male respondents. The second row presents the same information expressed as a percentage of the total number giving that response, i.e., 46 percent or 173 out of 376 of the respondents answering "Very Satisfied" were male. The third row again expresses the information as a percentage, this time of the total number of respondents having that demographic characteristic, e.g., the 173 males answering "Very Satisfied" were 28 percent of the 618 males responding to the question.

Table C-1. Electricity Deregulation Tracking Survey

Q.05A How satisfied are you with (*): are you very satisfied, somewhat satisfied or not at all satisfied? How satisfied would you say you are with:
 (*) The price charged for your electricity

	SEX	MALE	FEMALE	18-30	31-44	45-60	61+	AGE	EDUCATION				INCOME	RACE	HIS-PANIC	OTHER	BILLPAYER	YES	NO
									LESS THAN H.S.	H.S.	GRAD	SOME COL-LEGE+							
Unweighted total	1307	589	718	18.9	35.3	27.4	16.0	132	521	645	49.3	221	167	324	283	174	1040	107	73
	1000	45.1	54.9					10.1	39.9	49.3		16.9	12.8	24.8	21.7	13.3	79.6	8.2	5.6
Weighted Total Respondents (percent)	1307	626	681	47.9	52.1	22.0	32.9	226	137	625	47.8	235	173	322	282	162	1027	116	65
	1000	1000	1000	1000	1000	1000	1000	1000	10.5	41.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	8.9	5.9
No Answer/Refused	10	8	2	0.8	1.3	2.3	0.5	0.4	0.9	0.8	-	620	38.0	2.2	1.2	146	15.3	1.0	-
									1.2	0.6		1.2	0.9	0.3	0.5	1.0	1.0		
Number Answering (percent)	1297	618	678	100.0	47.7	52.3	22.0	33.0	225	173	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
									10.6	40.9	100.0								
Very/Somewhat Satisfied (net) (percent)	875	404	472	67.5	53.9	74.7	29.5	257	212	172	87	375	408	157	223	178	105	712	70
									10.0	42.8	63.5	70.7	65.7	18.0	14.2	20.3	12.0	81.3	7.9
Very Satisfied (percent)	376	173	203	100.0	46.0	54.0	29.5	24.4	22.7	19.6	50	167	159	83	57	79	71	306	32
									13.2	44.3	36.2	31.4	25.6	22.1	21.0	33.2	21.0	81.2	8.6
Somewhat Satisfied (percent)	499	231	268	100.0	46.2	53.8	25.9	34.4	172	118	71	38	208	249	74	67	144	406	37
									11.8	41.6	30.9	26.8	27.8	14.9	13.4	28.9	21.4	81.4	7.5
Not too/Not at all Satisfied (net) (percent)	359	178	181	100.0	49.5	50.5	12.9	12.9	152	105	50	42	142	173	59	44	93	259	45
									10.1	39.3	48.1	14.9	10.1	16.2	12.3	23.5	10.1	80.2	5.9
Not too Satisfied (percent)	201	92	109	100.0	45.7	54.3	9.1	21.0	90	56	27	20	79	101	37	29	44	21	21
									10.1	39.3	49.9	14.9	11.6	15.9	13.7	12.6	10.1	81.2	8.6
Not at all Satisfied (percent)	157	86	72	100.0	54.4	45.6	13.6	39.7	62	49	22	63	72	22	14.3	9.5	25.7	105	23
									14.1	40.1	16.1	11.9	11.6	9.7	8.7	12.6	14.4	67.1	14.8
Don't Know/No Opinion	63	37	26	100.0	59.1	40.9	8.7	8.7	25	18	3	8	13	40	16	5	14	46	11
									12.1	14.6	14.8	9.9	5.5	21.2	6.4	2.7	3.4	14.9	6.7
Sigma	1306	627	680	100.7	101.3	100.4	100.5	100.3	287	429	335	138	536	625	234	173	322	115	77
												100.0	101.2	100.6	101.0	100.3	100.4	101.0	100.9

Table C-2. Electricity Deregulation Tracking Survey

Q.05B How satisfied are you with (*): are you very satisfied, somewhat satisfied or not at all satisfied? How satisfied would you say you are with: (*)
 (*) The reliability of your electricity company

	SEX			AGE				EDUCATION			INCOME					RACE				BILLPAYER	
	TOTAL	MALE	FEMALE	18-30	31-44	45-60	61+	LESS THAN H.S.	H.S. GRAD	SOME COL-LEGE +	LESS THAN 20K	20-29.9K	30-49.9K	50-75K	75K+	WHITE	BLACK	HIS-PANIC	OTHER	YES	NO
Unweighted Total	1307 100.0	589 45.1	718 54.9	247 18.9	462 35.3	358 27.4	209 16.0	132 10.1	521 39.9	645 49.3	221 16.9	167 12.8	324 24.8	283 21.7	174 13.3	1040 79.6	107 8.2	73 5.6	64 4.9	1143 87.5	164 12.5
Weighted Total Respondents (percent)	1307 100.0	626 47.9	681 52.1	287 22.0	430 32.9	334 25.6	226 17.3	137 10.5	537 41.1	625 47.8	235 17.9	173 13.2	322 24.6	282 21.6	162 12.4	1027 78.6	116 8.9	77 5.9	65 5.0	1135 86.8	172 13.2
No Answer/Refused	8 0.6	5 0.8	2 0.4	2 0.5	- -0.5	5 1.6	1 0.4	1 0.7	4 0.8	2 0.4	2 0.8	2 1.0	- -0.8	3 1.8	38.6 95.3	7 0.7	- -0.7	0 0.5	6 79.1	2 0.5	
Number Answering (percent)	1299 100.0	621 47.8	678 52.2	286 22.0	430 33.1	329 25.3	226 17.4	136 10.5	532 41.0	622 47.9	233 17.9	171 13.2	322 24.8	282 21.7	159 12.2	1020 78.5	116 8.9	77 5.9	64 5.0	1129 86.9	171 13.1
Very/Somewhat Satisfied (net) (percent)	1208 100.0	576 47.7	632 52.3	270 22.4	399 33.1	304 25.2	208 17.2	122 10.1	494 40.9	584 48.3	213 17.6	162 13.4	303 25.1	257 21.3	152 12.6	958 79.3	103 8.5	69 5.8	55 4.6	1049 86.8	159 13.2
Very Satisfied (percent)	889 100.0	420 47.2	469 52.8	195 22.0	263 29.6	232 26.0	175 19.7	85 9.6	353 39.7	442 49.8	155 17.4	123 13.8	222 25.0	178 20.0	114 12.8	723 81.3	64 7.2	53 5.9	30 3.4	771 86.8	118 13.2
Somewhat Satisfied (percent)	319 100.0	157 49.1	162 50.9	75 23.5	136 42.7	73 22.8	33 10.3	37 11.5	141 44.3	141 44.2	58 18.2	39 12.3	80 25.2	80 25.0	38 11.8	235 73.8	39 12.2	17 5.3	25 7.7	278 87.0	41 13.0
Not too/Not at all Satisfied (net) (percent)	80 100.0	37 46.6	43 53.4	9 11.8	29 35.8	22 27.7	16 20.6	12 14.8	36 44.6	32 40.6	17 21.9	9 10.7	19 24.4	22 27.2	6 7.9	54 67.6	12 14.5	6 7.7	8 10.2	72 90.5	8 9.5
Not too Satisfied (percent)	46 100.0	21 45.8	25 54.2	7 14.3	17 37.4	10 21.0	9 20.2	7 15.2	21 46.0	18 38.8	9 19.3	6 13.0	11 24.6	4 23.4	35 7.9	6 12.5	1 1.8	4 8.2	40 87.2	6 12.8	
Not at all Satisfied (percent)	34 100.0	16 47.7	18 52.3	3 8.5	12 33.7	13 36.6	7 21.1	5 14.4	15 42.7	15 42.9	9 25.3	3 7.6	8 24.1	11 32.2	3 7.9	19 54.6	6 17.1	5 15.5	4 12.8	33 94.9	2 5.1
Don't Know/No Opinion	12 100.0	8 65.5	4 34.5	6 51.6	2 13.9	3 22.8	1 11.6	3 22.5	3 23.6	6 53.9	2 19.8	0 1.0	- 0.2	3 22.5	1 8.0	8 68.2	1 10.9	1 9.7	1 11.2	8 66.6	4 33.4
Sigma	1308 100.6	627 100.8	680 100.3	288 100.5	430 100.1	336 101.6	226 100.4	138 100.7	537 100.7	624 100.4	235 100.8	173 101.0	321 100.1	283 100.0	163 101.9	1027 100.8	116 100.1	77 100.1	64 100.5	1136 100.5	173 100.9

Table C-3. Electricity Deregulation Tracking Survey

Q.14A I'm going to read a list of different fuel and energy sources. After I read the list, I'd like you to tell me what energy source is most heavily used to produce electricity in your area. What's the next most heavily used? What's the third? (*)

(*) Most heavily used

	SEX	MALE	FEMALE	AGE			EDUCATION			INCOME			RACE			BILLPAYER									
				18-30	31-44	45-60	61+	LESS THAN H.S.	H.S.	GRAD	SOME COLLEGE+	LESS THAN 20K	20-29K	30-49K	50-75K	75K +	WHITE	BLACK	HIS-PANIC	OTHER	YES	NO			
Unweighted Total	1307	589	718	247	462	358	209	132	521	645	493	221	167	324	283	174	1040	107	73	64	143	164			
	1000	45.1	54.9	18.9	35.3	27.4	16.0	10.1	39.9	49.3	16.9	12.8	24.8	21.7	13.3	79.6	8.2	5.6	4.9	37.5	12.5				
Weighted Total Respondents (percent)	1307	626	681	287	430	334	226	137	537	625	41.1	235	173	322	282	162	1027	116	77	65	115	172			
	1000	47.9	52.1	22.0	32.9	25.6	17.3	10.5	41.1	47.8	10.0	1000	1000	1000	1000	1000	124	78.6	8.9	5.9	5.0	86.8	13.2		
Number Answering	1307	626	681	287	430	334	226	137	537	625	41.1	235	173	322	282	162	1027	116	77	65	115	172			
	1000	47.9	52.1	22.0	32.9	25.6	17.3	10.5	41.1	47.8	10.0	1000	1000	1000	1000	1000	124	78.6	8.9	5.9	5.0	86.8	13.2		
Solar	36	10	27	9	13	7	7	10	19	8	1.2	30.1	17.5	5	8	4	24	20.6	9.3	2	35	1			
	1000	26.2	73.8	25.9	35.2	19.1	19.7	26.6	52.5	20.8	1.2	4.7	3.7	2.7	2.7	2.4	2.3	6.5	4.4	2.3	3.1	0.7			
Coal	226	152	74	32	66	73	48	27	91	107	17.1	29	12.9	32	14.0	24.4	22.7	14.9	86.7	10	7	191	34		
	1000	67.2	24.2	11.0	15.4	21.7	21.0	19.6	16.9	17.1	12.4	18.3	17.1	18.2	18.2	20.8	20.8	19.0	8.5	13.1	2.9	248	15.2		
Oil	120	60	59	19	41	41	18	7	42	70	6.0	35.3	58.3	14	19	26	31	18	96	8	5	6	105	15	
	1000	50.5	49.5	15.6	34.6	34.4	14.7	6.0	32.1	21.1	5.3	79	11.2	11.9	16.1	22.0	25.5	15.4	9.4	7.0	3.8	5.3	87.4		
Natural Gas	296	105	190	99	110	53	29	24	130	142	43.8	80	45	38	80	75	33	212	13.0	23	17	241	54		
	1000	35.6	64.4	33.4	37.1	17.9	9.9	8.0	43.8	47.8	22.7	17.1	19.3	13.0	22.3	22.5	20.3	11.1	20.7	33.2	7.6	5.6	81.6	18.4	
Nuclear	142	84	59	11	64	42	22	10	57	73	51.2	11.7	16.1	19	13.2	24.6	23.2	12.7	121	6	5	9	128	14	
	1000	58.6	41.4	7.5	44.8	29.4	15.2	6.9	40.3	51.2	12.6	7.2	7.0	10.9	10.9	10.9	11.7	11.8	52	6.1	13.4	6.1	89.9	10.1	
Hydro-Electric	268	146	122	54	75	76	57	20	110	137	41.0	20.5	21.9	56	26	62	38	21.4	26	11	13	235	33		
	1000	54.5	45.5	20.3	28.2	28.2	21.2	7.6	41.0	51.0	23.8	21.9	23.8	15.2	21.0	23.8	23.8	23.8	80.0	9.8	4.1	4.9	87.7	12.3	
Wind	7	4	4	4	4	3	1	3	45.0	13.9	0.2	2.2	0.6	1	11.6	16.7	46.2	13.9	-	6	25.5	-			
	1000	51.4	48.6	47.4	34.7	34.7	1	17.9	41.0	45.0	0.3	0.4	0.3	0.1	0.4	0.7	1.1	0.4	0.5	0.5	2.5	0.6			
Waste-to-Energy	4	1	4	1	2.8	35.0	23.1	1	2	52.6	40.2	7.2	0.3	1.7	3	74.4	1.4	0	0	1	7	1			
	1000	17.7	82.3	21.8	35.0	23.1	20.1	1	52.6	40.2	7.2	0.3	1.7	0.1	0.1	0.1	0.1	0.1	25.6	44.9	1.1	0.7	88.4	11.6	
Wood or other Biomass	16	3	14	5	5	3	2	3	19.0	52.8	28.2	1.0	2.2	1.6	0.7	7	42.2	6.3	-	1	15	1			
	1000	15.6	84.4	28.6	32.9	17.1	14.7	2.0	1.6	1.2	0.8	1.0	1.0	1.0	0.7	0.6	0.6	0.5	0.5	81.5	12.2	1.6	6.3	92.2	7.8

Table C-3. Electricity Deregulation Tracking Survey (continued)

Q.14A I'm going to read a list of different fuel and energy sources. After I read the list, I'd like you to tell me what energy source is most heavily used to produce electricity in your area. What's the next most heavily used? What's the third? (*)
 (*) Most heavily used

	SEX			AGE				EDUCATION			INCOME				RACE				BILLPAYER		
	TOTAL	MALE	FEMALE	18-30	31-44	45-60	61+	LESS THAN H.S.	H.S. GRAD	SOME COLLEGE +	LESS THAN 20K	20-29.9K	30-49.9K	50-75K	75K+	WHITE	BLACK	HIS-PANIC	OTHER	YES	NO
Geothermal	14 100.0	5 0.9	9 1.3	26.9 1.3	5 1.2	3 0.8	1 0.5	1 0.9	5 0.9	8 1.2	3 1.3	21.6 0.7	1 2.0	7 0.4	1 0.8	8 0.8	3 2.2	3 4.1	-	12 84.0	2 1.0
Electricity	2 100.0	- 0.2	2 100.0	- 0.3	1 46.8	- 0.2	- -	- -	2 100.0	- 0.4	1 46.8	- 0.4	- -	- -	- -	1 53.2	- 0.1	- -	1 46.8	2 1.5	- -
Other	3 100.0	2 0.3	1 0.3	2 48.2	- 0.5	2 51.8	- 0.8	1 35.9	1 0.9	2 0.1	2 48.2	51.8 0.7	2 48.2	- 0.9	- -	3 100.0	- 0.3	- -	- -	3 100.0	- 0.3
Don't Know/ No Opinion	172 100.0	55 32.2	116 67.8	49 28.6	44 25.9	37 21.3	39 22.7	29 21.0	66 38.6	74 43.1	46 27.0	27 15.6	36 20.7	20 11.9	14 8.3	131 76.5	13 11.1	14 18.8	10 15.1	157 91.2	15 8.8
Sigma	1306 170	627 100.0	681 99.9	289 100.0	429 100.1	336 99.9	227 100.1	137 100.1	536 100.1	627 100.2	234 99.9	172 99.9	321 100.0	282 100.1	161 100.0	1026 99.9	115 100.0	77 100.0	66 100.1	1135 99.9	

Table C-4. Electricity Deregulation Tracking Survey

(Of those who own their residence or rent and pay their electric bill separately)
 Q.22 About how many kilowatt hours of energy did you use during the month?

	SEX	MALE	FEMALE	AGE			EDUCATION			INCOME			RACE			BILLPAYER					
				18- 30	31- 44	45- 60	61+	LESS H.S.	THAN H.S.	H.S. GRAD	SOME COL- LEGE +	LESS THAN 20K	20- 29.9K	30- 49.9K	50- 75K	75K +	WHITE	BLACK	HIS- PANIC	OTHER	YES
Unweighted Total	1267	566	701	227	452	350	207	126	505	627	206	160	314	278	173	1014	100	67	63	113	154
	1000	44.7	55.3	17.9	35.7	27.6	16.3	9.9	39.9	49.5	16.3	12.6	24.8	21.9	13.7	80.0	79	5.3	5.0	87.8	12.2
Weighted Total Eligible (percent)	1266	601	665	264	421	327	225	133	521	604	219	165	313	277	160	1000	110	70	64	105	161
	1000	47.5	52.5	20.8	33.2	25.8	17.8	10.5	41.2	47.7	17.3	13.0	24.8	21.9	12.7	79.0	8.7	5.5	5.1	87.3	12.7
No Answer/ Refused	1000	500	1	0.2	-	-	-	-	1	0.2	-	-	-	-	-	1000	100.0	-	-	100.0	100.0
Number Answering	1264	600	664	264	421	327	225	133	520	604	219	165	313	277	160	999	110	70	64	103	161
	1000	47.5	52.5	20.9	33.3	25.8	17.8	10.5	41.1	47.8	17.4	13.0	24.8	21.9	12.7	79.1	8.7	5.5	5.1	87.2	12.8
Low (500 or fewer kWh)	90	49	42	20	31	19	18	5	44	41	29	15	17	19	5	75	3	6	6	86	5
	1000	53.9	46.1	21.6	33.8	21.3	19.6	6.0	48.4	45.1	32.5	17.0	19.1	21.0	5.5	82.9	3.4	6.8	6.8	94.7	5.3
Medium (501-999 kWh)	70	29	41	12	21	25	10	8	27	35	14	12	19	12	9	59	4	3	4	64	6
	1000	42.0	58.0	17.6	30.1	36.2	14.6	11.1	36.8	50.1	19.5	16.8	27.5	13.2	17.3	83.7	6.0	4.4	5.9	91.8	8.2
High (1,000 or more kWh)	126	58	68	11	40	49	23	7	59	60	11	19	43	25	15	105	7	7	4	5.8	3.5
	1000	46.1	53.9	8.8	32.2	38.8	18.5	5.6	46.7	47.7	8.7	15.4	34.6	20.1	11.8	83.7	6.0	5.9	4.4	10.5	6.3
Don't Know/ No Opinion	978	464	514	221	329	233	174	113	390	468	165	118	233	223	128	761	95	53	50	83.7	14.1
	1000	47.5	52.5	22.6	33.6	23.8	17.8	11.5	39.9	47.9	16.9	12.1	23.9	22.9	13.1	77.8	5.4	5.1	5.1	85.6	14.4
Sigma	1266	601	666	264	421	326	225	133	521	604	219	164	312	276	160	1001	109	69	64	104	162
	1002	100.1	100.2	100.1	100.0	100.0	100.0	99.9	100.2	99.9	100.0	100.0	100.0	100.0	100.0	99.9	100.0	6.0	100.0	100.2	100.0

Table C-5. Electricity Deregulation Tracking Survey

Q.28 Have you heard anything about the deregulation of electric utilities or the possibility that some people may choose their electric company?

	SEX			AGE				EDUCATION			INCOME					RACE				BILLPAYER	
	TOTAL	MALE	FEMALE	18-30	31-44	45-60	61+	LESS THAN H.S.	H.S. GRAD	SOME COL-LEGE +	LESS THAN 20K	20-29.9K	30-49.9K	50-75K	75K+	WHITE	BLACK	HIS-PANIC	OTHER	YES	NO
Unweighted Total	1307 100.0	589 45.1	718 54.9	247 18.9	462 35.3	358 27.4	209 16.0	132 10.1	521 39.9	645 49.3	221 16.9	167 12.8	324 24.8	283 21.7	174 13.3	1040 79.6	107 8.2	73 5.6	64 4.9	1143 87.5	164 12.5
Weighted Total Respondents (percent)	1307 100.0	626 47.9	681 52.1	287 22.0	430 32.9	334 25.6	226 17.3	137 10.5	537 41.1	625 47.8	235 17.9	173 13.2	322 24.6	282 21.6	162 12.4	1027 78.6	116 8.9	77 5.9	65 5.0	1135 86.8	172 13.2
No Answer/ Refused	1 100.0	- 0.1	1 100.0	- 0.2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 100.0	- 0.1	
Number Answering	1306 100.0	626 48.0	680 52.0	287 22.0	430 32.9	334 25.6	226 17.3	137 10.5	537 41.1	625 47.8	235 18.0	173 13.2	322 24.7	282 21.6	162 12.4	1027 78.7	116 8.9	77 5.9	65 5.0	1134 86.8	172 13.2
Yes	683 100.0	379 55.5	304 44.5	117 17.1	225 32.9	205 30.0	121 17.7	49 7.2	254 37.2	377 55.3	93 13.7	72 10.5	163 23.9	178 26.1	103 15.1	564 82.6	44 6.5	24 3.5	39 5.7	608 89.0	75 11.0
No	620 100.0	246 39.8	373 60.2	171 27.5	203 32.8	128 20.7	105 16.9	87 14.0	281 45.3	247 39.9	138 22.2	101 16.3	159 25.6	104 16.7	59 9.4	462 74.5	70 11.3	52 8.4	26 4.2	524 84.5	96 15.5
Don't Know/ No Opinion	4 100.0	1 0.3	2 0.2	- 0.3	1 37.5	1 31.6	1 30.9	1 0.8	2 69.1	- 0.5	4 100.0	- 1.5	- -	- -	- -	1 37.5	1 0.1	1 30.9	1 1.5	2 68.4	1 0.2
Sigma	1308 100.2	626 100.0	680 100.2	288 100.0	429 100.0	334 99.9	227 100.0	137 100.0	537 100.0	624 100.0	235 100.0	173 100.0	322 100.0	282 100.0	162 100.0	1027 100.0	115 99.9	77 100.1	65 100.0	1135 100.1	172 100.0

Table C-6. Electricity Deregulation Tracking Survey

Q. 37 Under deregulation all existing electric utilities plus many new companies will be allowed to compete to serve you. Utility regulators will no longer say how each company should produce power or how much they can charge. Under deregulation, do you think that your electricity service would...?

	SEX	MALE	FEMALE	AGE			EDUCATION			INCOME			RACE			BILLPAYER					
				18-30	31-44	45-60	61+	LESS THAN H.S.	H.S.	SOME GRAD	COLLEGE +	LESS THAN 20K	20-29.9K	30-49.9K	50-75K	75K +	WHITE	BLACK	HIS-PANIC	OTHER	YES
Unweighted Total	1307	589	718	247	462	358	209	132	521	645	221	167	324	283	174	1040	107	73	64	143	164
	1000	45.1	54.9	18.9	35.3	27.4	16.0	10.1	39.9	49.3	16.9	12.8	24.8	21.7	13.3	796	8.2	5.6	4.9	87.5	12.5
Weighted Total Respondents (percent)	1307	626	681	287	430	334	226	137	537	625	235	173	322	282	162	1027	116	77	65	135	172
	1000	47.9	52.1	22.0	32.9	25.6	17.3	10.5	41.1	47.8	17.9	13.2	24.6	21.6	12.4	786	8.9	5.9	5.0	86.8	13.2
No Answer/Refused	1000	385	61.5	-	-	0	1	1	-	38.5	23.5	50.9	0.6	0	0	0	-	38.5	12.4	100.0	0.3
Number Answering	1304	625	679	287	430	334	225	136	537	624	233	173	322	282	162	1027	116	76	64	132	172
	1000	47.9	52.1	22.0	32.9	25.6	17.2	10.4	41.2	47.8	17.9	13.2	24.7	21.6	12.4	78.8	8.9	5.8	4.9	86.8	13.2
Improve	332	187	145	82	126	84	33	36	131	162	51	38	90	88	41	229	48	23	21	296	36
	1000	56.3	43.7	24.8	37.9	25.3	10.1	10.7	39.4	48.9	15.4	11.3	27.0	26.6	12.3	68.9	4.5	7.1	6.4	89.1	10.9
Get Worse	335	148	187	47	92	109	77	37	153	143	59	53	69	62	43	279	23	14	14	293	43
	1000	44.2	55.8	14.0	27.5	32.4	22.9	11.1	45.5	42.7	17.7	15.7	20.6	18.6	12.9	83.3	6.9	4.2	4.1	87.2	12.8
Stay About the Same	601	278	323	156	196	136	103	59	240	300	114	80	154	125	74	488	42	38	27	507	93
	1000	46.3	53.7	25.9	32.6	22.7	17.2	9.8	40.0	50.0	18.9	13.3	25.7	20.7	12.4	81.2	7.0	6.3	4.4	84.5	15.5
Don't Know/No Opinion	36	12	24	2	16	5	12	5	13	18	9	2	9	7	3	31	2	-	3	36	-
	1000	34.1	65.9	0.7	3.5	1.3	1.6	5.2	3.5	2.5	3.9	1.4	2.7	2.4	2.1	86.1	6.6	2.1	7.3	100.0	3.2
Sigma	1307	626	681	287	430	334	226	138	537	624	234	173	322	282	161	1027	115	76	65	135	172
	1002	100.2	100.3	100.1	100.0	100.2	100.6	100.7	100.0	100.6	100.6	100.1	100.0	100.1	100.1	99.9	100.0	101.3	100.5	100.3	100.1

Note: Percentage less than 0.05 printed as *.

Table C-7. Electricity Deregulation Tracking Survey

Q.38 Do you think the reliability of your electricity service would...?

	SEX			AGE				EDUCATION			INCOME					RACE				BILLPAYER	
	TOTAL	MALE	FEMALE	18-30	31-44	45-60	61+	LESS THAN H.S.	H.S. GRAD	SOME COL-LEGE +	LESS THAN 20K	20-29.9K	30-49.9K	50-75K	75K+	WHITE	BLACK	HIS-PANIC	OTHER	YES	NO
Unweighted Total	1307 100.0	589 45.1	718 54.9	247 18.9	462 35.3	358 27.4	209 16.0	132 10.1	521 39.9	645 49.3	221 16.9	167 12.8	324 24.8	283 21.7	174 13.3	1040 79.6	107 8.2	73 5.6	64 4.9	1143 87.5	164 12.5
Weighted Total Respondents (percent)	1307 100.0	626 47.9	681 52.1	287 22.0	430 32.9	334 25.6	226 17.3	137 10.5	537 41.1	625 47.8	235 17.9	173 13.2	322 24.6	282 21.6	162 12.4	1027 78.6	116 8.9	77 5.9	65 5.0	1135 86.8	172 13.2
No Answer/ Refused	3 100.0 0.2	1 43.3 0.2	1 56.7 0.2	- -	- 57.2	- 0.6	1 43.3 0.8	- 14.0 0.1	- 57.2 0.6	- -	- -	- -	- -	- -	- -	- 43.3 1.4	0 14.0 0.5	1 43.3 1.4	0 14.0 0.5	3 100.0 0.2	- -
Number Answering	1304 100.0 100.0	625 47.9 100.0	679 52.1 100.0	287 22.0 100.0	430 32.9 100.0	334 25.6 100.0	225 17.2 100.0	136 10.4 100.0	537 41.1 100.0	624 47.9 100.0	233 17.9 100.0	173 13.2 100.0	322 24.7 100.0	282 21.6 100.0	162 12.4 100.0	1027 78.8 100.0	116 8.9 100.0	76 5.8 100.0	64 4.9 100.0	1132 86.8 100.0	172 13.2 100.0
Improve	249 100.0 19.1	129 51.8 20.6	120 48.2 17.7	67 27.0 23.4	91 36.5 21.2	60 24.3 18.1	27 10.7 11.8	26 10.3 18.9	95 38.2 17.7	126 50.6 20.2	46 18.4 19.7	31 12.3 17.8	56 22.4 17.3	65 26.1 23.1	32 12.8 19.8	159 63.9 15.5	42 16.7 36.0	18 7.1 23.5	24 9.4 36.5	217 87.3 19.2	32 12.7 18.4
Get Worse	288 100.0 22.1	135 46.8 21.6	153 53.2 22.6	41 14.2 14.3	91 31.6 21.2	93 32.4 28.0	55 19.0 24.3	32 11.1 23.5	115 39.7 21.3	139 48.3 22.3	50 17.4 21.5	40 13.9 23.3	64 22.0 19.7	50 17.4 17.8	44 15.4 27.5	240 83.4 23.4	20 6.9 17.2	12 4.2 16.2	11 3.8 17.1	246 85.3 21.7	42 14.7 24.6
Stay About the Same	743 100.0 57.0	353 47.5 56.5	390 52.5 57.4	178 23.9 61.9	239 32.2 55.7	176 23.7 52.6	134 18.1 59.7	74 10.0 54.7	318 42.7 59.2	348 46.9 55.8	132 17.7 56.6	98 13.2 56.7	199 26.7 61.6	162 21.9 57.7	83 11.2 51.4	607 81.7 59.1	53 7.1 45.8	45 6.0 59.0	29 3.9 45.0	645 86.8 56.9	98 13.2 57.0
Don't Know/ No Opinion	24 100.0 1.9	8 33.2 1.3	16 66.8 2.4	1 4.3 0.4	8 33.6 1.9	4 18.1 1.3	10 39.5 4.3	4 16.5 2.9	10 39.2 1.8	11 44.3 1.7	5 22.1 2.3	4 15.9 2.2	4 17.4 1.3	4 16.4 1.4	2 9.1 1.4	21 87.5 2.1	1 4.6 1.0	1 4.1 1.3	1 3.8 1.4	24 100.0 2.1	- -
Sigma	1307 100.3	626 100.2	680 100.3	287 100.0	429 100.0	333 100.0	227 100.7	137 100.8	538 100.0	624 100.1	234 100.7	173 100.0	323 99.9	281 100.0	161 100.1	1027 100.1	116 100.0	77 101.4	65 100.5	1135 100.1	172 100.0

Table C-8. Electricity Deregulation Tracking Survey

Q.39 Do you think the price you would pay for electricity will...?

SEX		AGE		EDUCATION				INCOME				RACE				BILLPAYER						
TOTAL	MALE	FEMALE	18-30	31-44	45-60	61+	LESS THAN H.S.	H.S.	SOME GRAD	COL-LEGE	LESS THAN 20K	20-29K	30-49.9K	50-75K	75K+	WHITE	BLACK	HIS-PANIC	OTHER	BILLPAYER NO YES		
Unweighted Total	1307 1000	589 45.1	718 54.9	247 18.9	462 35.3	358 27.4	209 16.0	132 10.1	521 39.9	645 49.3	221 16.9	167 12.8	324 24.8	174 21.7	1040 13.3	107 8.2	73 5.6	64 4.9	1143 87.5	164 12.5		
Weighted Total Respondents (percent)	1307 1000	626 47.9	621 52.1	287 22.0	430 32.9	334 25.6	226 17.3	137 10.5	337 41.1	625 47.8	235 100.0	173 100.0	322 100.0	282 100.0	162 100.0	116 100.0	77 8.9	65 5.0	1135 100.0	172 86.8	13.2 100.0	
No Answer/ Refused	1000	1 0.1	- 0.0	- 0.2	- 0.0	- 0.0	- 0.0	- 0.0	- 0.1	- 0.2	0 0.0	0 0.0	- -	- -	- -	- -	0 0.5	246 0.5	1 0.1	- -		
Number Answering	1305 1000	626 46.0	679 52.0	287 22.0	430 32.9	334 25.6	226 17.3	137 10.5	537 41.1	624 47.8	234 100.0	173 100.0	322 100.0	282 100.0	162 100.0	116 100.0	77 8.9	64 5.9	1133 100.0	172 86.8	13.2 100.0	
Increase	459 1000	215 46.9	244 53.1	87 19.0	121 26.3	138 30.0	101 21.9	61 13.3	216 40.2	179 41.1	98 41.7	80 21.2	106 23.1	80 21.6	39 24.4	359 34.9	38 33.0	25 41.8	394 38.8	65 34.7	14.2 38.0	
Decrease	432 1000	240 55.5	192 44.5	99 34.3	186 43.4	103 43.4	38 44.5	22 41.2	133 44.5	226 44.5	54 44.5	42 44.5	119 32.9	116 32.9	66 32.9	333 34.9	38 33.0	25 41.8	394 38.8	65 34.7	14.2 38.0	
Stay About the Same	400 1000	165 41.2	235 38.3	100 34.3	120 43.4	92 30.7	81 16.9	48 30.0	161 30.0	247 30.0	54 23.2	42 23.2	27.5 24.2	27.0 24.2	15.2 24.2	332 34.0	32 34.0	25 40.6	394 38.8	65 34.7	14.2 38.0	
Don't Know/ No Opinion	1000 1,1	15 1.0	7 1.2	2 0.5	3 0.5	2 0.5	8 0.5	2 0.5	6 0.5	6 0.5	2 1.0	2 1.0	49 1.2	97 1.2	55 1.2	13 1.3	32 1.3	32 1.3	16 1.0	347 34.3	53 34.3	13.2 30.7
Sigma	1307 1000	627 100.0	680 100.2	288 99.9	430 100.1	335 99.9	226 100.3	137 100.0	537 99.9	624 100.1	234 100.3	173 100.1	322 99.9	281 100.0	162 100.0	1027 100.0	115 100.1	77 100.0	65 100.5	1135 100.0	172 100.0	

Table C-9. Electricity Deregulation Tracking Survey

Q.40 Do you think consumers would be able to affect the amount of pollution created by choosing electric suppliers who use cleaner production methods?

	SEX			AGE				EDUCATION			INCOME					RACE				BILLPAYER			
	TOTAL	MALE	FEMALE	18-30	31-44	45-60	61+	LESS THAN H.S.	H.S. GRAD	SOME COL-LEGE +	LESS THAN 20K	20-29.9K	30-49.9K	50-75K	75K+	WHITE	BLACK	HIS-PANIC	OTHER	YES	NO		
Unweighted Total	1307 100.0	589 45.1	718 54.9	247 18.9	462 35.3	358 27.4	209 16.0	132 10.1	521 39.9	645 49.3	221 16.9	167 12.8	324 24.8	283 21.7	174 13.3	1040 79.6	107 8.2	73 5.6	64 4.9	1143 87.5	164 12.5		
Weighted Total Respondents (percent)	1307 100.0	626 47.9	681 52.1	287 22.0	430 32.9	334 25.6	226 17.3	137 10.5	537 41.1	625 47.8	235 17.9	173 13.2	322 24.6	282 21.6	162 12.4	1027 78.6	116 8.9	77 5.9	65 5.0	1135 86.8	172 13.2		
No Answer/ Refused	5 100.0	3 59.7	2 40.3	- 0.4	1 0.4	1 0.3	2 0.3	26.8 0.3	17.3 0.2	32.9 0.7	1 23.3	- 0.8	3 53.7	- 0.4	59.7 1.2	1 17.3	- 0.3	1 26.9	- 0.1	1 23.3	1 26.8	5 100.0	- 0.4
Number Answering	1302 100.0	624 47.9	679 52.1	287 22.1	428 32.9	333 25.6	225 17.3	136 10.5	537 41.2	622 47.8	232 17.8	173 13.3	321 24.7	282 21.6	162 12.4	1026 78.8	116 8.9	76 5.8	64 4.9	1130 86.8	172 13.2		
Yes	915 100.0	416 45.5	498 54.5	233 25.5	326 35.7	216 23.7	124 13.6	87 9.5	385 42.0	438 47.9	169 18.5	120 13.1	231 25.2	207 22.6	103 11.2	713 77.9	81 8.9	62 6.7	45 5.0	785 85.9	129 14.1		
No	333 100.0	187 56.1	146 43.9	45 13.5	93 28.1	106 31.8	77 23.1	36 10.7	133 40.0	162 48.8	50 15.2	42 12.7	79 23.8	65 19.5	57 17.0	267 80.4	33 9.8	12 3.5	13 4.0	296 89.0	37 11.0		
Don't Know/ No Opinion	55 100.0	21 37.6	34 62.4	9 16.4	9 16.2	11 20.4	24 43.1	13 24.5	19 34.6	22 40.2	12 22.2	11 19.2	12 21.4	10 17.8	2 4.1	46 83.6	2 3.1	2 4.5	5 8.8	49 88.6	6 11.4		
Sigma	1308 100.3	627 100.4	680 100.2	287 100.0	429 100.3	334 100.2	227 100.6	137 100.9	537 99.9	625 100.4	234 101.2	173 100.0	323 100.3	282 100.1	162 100.0	1027 100.2	116 100.0	77 101.4	64 102.0	1135 100.4	172 100.0		

Table C-10. Electricity Deregulation Tracking Survey

Q. 41A How useful would you find the following information (*) when making a decision about choosing an electric company: very useful, somewhat useful, not too useful, or not useful at all?

(*) Price

Table C-11. Electricity Deregulation Tracking Survey

Q. 41C How useful would you find the following information (*) when making a decision about choosing an electric company: very useful, somewhat useful, not too useful, or not useful at all?

(*) Environmental Information

	SEX			AGE				EDUCATION			INCOME					RACE				BILLPAYER	
	TOTAL	MALE	FEMALE	18-30	31-44	45-60	61+	LESS THAN H.S.	H.S. GRAD	SOME COL-LEGE +	LESS THAN 20K	20-29.9K	30-49.9K	50-75K	75K+	WHITE	BLACK	HIS-PANIC	OTHER	YES	NO
Unweighted Total	1307 100.0	589 45.1	718 54.9	247 18.9	462 35.3	358 27.4	209 16.0	132 10.1	521 39.9	645 49.3	221 16.9	167 12.8	324 24.8	283 21.7	174 13.3	1040 79.6	107 8.2	73 5.6	64 4.9	1143 87.5	164 12.5
Weighted Total Respondents (percent)	1307 100.0	626 47.9	681 52.1	287 22.0	430 32.9	334 25.6	226 17.3	137 10.5	537 41.1	625 47.8	235 17.9	173 13.2	322 24.6	282 21.6	162 12.4	1027 78.6	116 8.9	77 5.9	65 5.0	1135 86.8	172 13.2
No Answer/ Refused	4 0.3	1 0.2	3 0.4	- 0.1	0 0.4	1 0.6	1 0.6	1 0.8	1 0.2	1 0.1	3 1.1	- 64.2	0 9.4	- 0.1	2 38.1	- 0.2	1 26.8	0 1.4	0 0.5	4 100.0	- 0.4
Number Answering	1303 100.0	625 48.0	678 52.0	287 22.0	429 32.9	333 25.6	225 17.3	136 10.5	536 41.1	624 47.9	232 17.8	173 13.3	322 24.7	281 21.6	162 12.4	1026 78.7	116 8.9	76 5.8	64 4.9	1131 86.8	172 13.2
Useful (Net)	1112 100.0	535 48.1	577 51.9	255 22.9	385 34.6	271 24.4	177 15.9	106 9.5	462 41.6	538 48.4	202 18.1	146 13.1	285 25.6	239 21.5	133 12.0	872 78.4	100 9.0	72 6.5	52 4.7	963 86.6	149 13.4
Very Useful	637 100.0	301 47.3	336 52.7	148 23.2	215 33.7	158 24.8	101 15.9	61 9.6	255 40.1	318 50.0	125 19.6	84 13.2	157 24.6	141 22.2	73 11.5	487 76.4	60 9.4	44 6.9	38 5.9	555 87.1	82 12.9
Somewhat Useful	475 100.0	233 49.2	241 50.8	108 22.6	170 35.9	113 23.8	75 15.8	45 9.5	207 43.6	219 46.2	77 16.2	62 13.1	128 27.0	97 20.5	60 12.6	385 81.0	41 8.6	28 5.9	15 3.1	408 86.0	67 14.0
Not Useful (Net)	128 100.0	67 52.9	60 47.1	24 18.7	33 26.2	43 34.0	24 18.6	17 13.3	50 39.0	60 46.9	21 16.1	19 15.1	25 19.3	31 23.9	21 16.1	98 76.5	12 9.3	4 2.9	9 7.0	111 87.1	16 12.9
Not Too Useful	63 100.0	29 46.1	34 53.9	14 22.2	18 28.8	19 38.2	11 17.6	10 16.0	30 47.6	23 36.3	13 20.5	12 18.2	17 26.9	12 18.8	7 11.8	48 76.1	10 15.7	2 3.5	3 4.7	56 88.1	8 11.9
Not Useful At All	64 100.0	38 59.6	26 40.4	10 15.3	15 23.6	25 38.2	13 19.5	7 10.6	20 30.5	37 57.2	8 11.8	8 12.1	8 11.8	19 28.9	13 20.3	50 76.9	2 3.1	2 2.4	6 9.2	56 86.2	9 13.8
Never Received Information	39 100.0	13 33.9	26 66.1	6 16.2	8 21.6	13 33.0	10 25.4	5 12.5	14 34.6	21 52.9	4 10.9	5 12.0	9 23.3	7 16.8	7 17.8	34 87.4	2 6.1	- 2.1	2 5.5	36 92.1	3 7.9
Don't Know/ No Opinion	24 100.0	9 38.6	15 61.4	2 7.7	2 9.8	5 22.0	15 60.5	8 34.5	10 40.8	6 23.0	5 22.4	3 11.1	3 14.3	6 23.2	1 4.6	22 91.6	1 4.6	- 1.0	1 3.7	21 85.3	4 14.7
Sigma	1306 100.2	624 100.2	681 100.3	288 99.9	428 100.1	334 100.4	226 100.5	137 100.8	537 100.3	625 100.1	235 101.0	174 100.0	322 100.1	282 100.0	161 100.0	1028 100.2	116 100.1	77 101.4	65 100.4	1136 100.3	173 99.9

Table C-12. Electricity Deregulation Tracking Survey

Q. 05A How satisfied are you with (*): Are you very satisfied, somewhat satisfied, not too satisfied or not at all satisfied? How satisfied would you say you are with: (*)
 (*) The price charged for your electricity

	REGION				ELECTRIC COMPANY	ELECTRICITY PRICE SATIS- FIED	KILOWATT HOURS KNOW DON'T KNOW	ELECTRICITY BILL LOW HIGH	ENERGY CON-SERVER	HEARD ABOUT DEREGULATION YES NO	PRICE INFO. VERY USEFUL	ENV. INFO. VERY USEFUL	COST PER KWH KNOW DON'T KNOW											
	TOTAL	EAST	MID-WEST	SOUTH	NEW CALIF.	SATIS- NOT FIED	SATIS- NOT FIED	KILOWATT HOURS KNOW DON'T KNOW	ELECTRICITY BILL LOW HIGH	ENERGY CON-SERVER	HEARD ABOUT DEREGULATION YES NO	PRICE INFO. VERY USEFUL	ENV. INFO. VERY USEFUL	COST PER KWH KNOW DON'T KNOW										
Unweighted Total	1307 1000	337 25.8	286 32.9	254 19.4	125 12.4	1176 90.0	108 8.3	850 65.0	382 29.2	297 22.7	968 74.1	706 54.0	133 10.2	768 53.5	604 46.2	673 51.5	640 49.0	167 12.8	1098 84.0					
Weighted Total Respondents (percent)	1307 1000	254 19.4	317 24.2	460 35.2	276 21.1	67 5.1	138 10.6	107 8.2	875 67.0	359 27.4	286 21.9	978 74.8	698 53.4	131 10.0	742 100.0	683 52.2	620 47.4	655 100.0	637 50.9	165 48.7	126 100.0	941 100.0		
No Answer/Refused	1000 0.8	21.5 0.9	2 0.7	23.4 0.5	33.2 1.2	1 1.8	3 2.5	7 0.6	- -	- -	95 0.3	80.0 0.8	4 0.6	1 1.0	7 0.9	74.9 1.1	25.1 0.4	3 0.4	4 0.6	57.7 0.9	10.5 0.7	89.5 0.8		
Number Answering	1297 1000	252 19.4	315 24.3	458 35.3	272 21.0	66 5.1	135 10.4	107 8.2	875 67.5	359 27.7	285 22.0	970 74.8	694 53.6	129 10.0	735 100.0	675 52.0	617 47.6	661 100.0	631 51.0	164 100.0	126 100.0	84.0 100.0		
Very/Somewhat satisfied (Net)	875 67.5	147 16.8	235 26.9	303 34.6	190 21.7	34 3.9	92 10.5	92 10.5	852 97.4	14 1.6	875 100.0	- -	190 21.7	660 75.4	526 60.0	60 6.9	468 53.4	431 63.6	440 71.2	423 66.5	105 62.1	745 64.0	85.2 68.4	
Very Satisfied	376 290	64 17.0	99 26.2	134 35.5	80 21.2	14 3.8	40 10.5	40 10.5	366 97.3	3 0.9	376 100.0	- -	88 23.5	272 72.2	232 61.6	24 6.5	200 53.0	191 27.1	184 28.2	198 29.9	182 30.0	51 30.0	309 28.3	
Somewhat Satisfied	499 38.5	83 16.6	137 27.4	170 34.0	110 22.0	20 4.0	52 10.5	52 10.5	486 97.4	10 2.1	499 100.0	- -	102 20.4	389 77.9	294 58.9	36 7.2	268 53.7	241 48.2	255 51.1	241 41.4	182 36.5	51 36.5	309 32.8	
Not Too/Not At All satisfied (Net)	359 27.7	88 24.5	67 18.6	138 30.1	66 24.4	27 7.4	27 7.4	27 7.4	261 94.0	34 25.0	359 22.3	- -	90 100.0	266 31.5	147 25.1	68 74.2	237 41.1	213 59.3	146 31.5	195 23.2	177 28.1	57 28.1	298 34.9	83.0 27.3
Not Too Satisfied	201 155	53 21.0	35 11.1	73 15.9	41 15.0	14 20.9	14 19.5	14 19.5	178 88.5	23 15.2	201 21.3	- -	54 100.0	146 18.8	99 15.1	26 14.3	137 20.2	119 18.6	83 17.6	108 13.4	104 13.3	177 16.4	164 16.4	
Not At All Satisfied	157 12.1	35 13.8	32 10.0	65 14.2	26 9.4	13 19.5	15 11.2	15 7.0	83 64.9	15 7.0	157 43.8	- -	36 100.0	120 12.8	48 6.9	42 32.2	100 13.6	94 13.9	63 10.3	88 13.3	73 11.6	164 11.6	164 12.3	
Don't Know/No Opinion	63 4.8	17 6.8	13 4.1	26 3.7	16 5.9	16 6.8	5 6.8	9 4.9	57 0.8	1 0.8	- -	5 1.7	44 4.5	22 3.1	1 1.1	31 4.2	32 4.6	26 5.1	31 4.0	26 4.0	31 4.9	2 4.3		
Sigma	1306 100.7	254 100.9	318 100.7	461 100.5	276 101.2	67 101.9	138 102.6	106 100.5	875 99.9	358 100.0	286 100.4	979 100.9	699 100.6	130 101.0	743 100.9	684 100.4	620 100.5	665 100.7	637 100.8	165 100.6	1100 100.8			

Table C-13. Electricity Deregulation Tracking Survey

Q. 05B How satisfied are you with (*): Are you very satisfied, somewhat satisfied, not too satisfied or not at all satisfied? How satisfied would you say you are with: (*)
 (*) The reliability of your electric company

	REGION										ELECTRIC COMPANY SATIS- FIED		ELECTRICITY PRICE SATIS- FIED		KILOWATT HOURS KNOW DON'T KNOW		ELECTRICITY BILL LOW HIGH		ENERGY CON- SERVER		HEARD ABOUT DEREGULATION YES NO		PRICE INFO. VERY USEFUL		ENV. INFO. VERY USEFUL		COST PER KWH KNOW DON'T KNOW								
	TOTAL		MID- EAST		NEW WEST		ENG.		CALIF.		SATIS- FIED		SATIS- FIED		KNOW		DONT KNOW		LOW		HIGH		CON- SERVER		YES		NO		INFO. VERY USEFUL		ENV. INFO. VERY USEFUL		COST PER KWH KNOW DON'T KNOW		
Unweighted Total	1307	337	286	430	254	162	125	9.6	1176	108	8.3	850	382	297	968	706	133	768	58.8	699	53.5	604	46.2	673	51.5	640	49.0	167	12.8	1098	84.0				
100.0	25.8	21.9	32.9	19.4	12.4	9.6	90.0	90.0	65.0	29.2	22.7	74.1	54.0	10.2	54.0	10.2	74.1	54.0	698	131	742	56.8	683	52.2	620	47.4	665	50.9	637	48.7	165	12.6	1099	84.1	
100.0	19.4	24.2	35.2	21.1	5.1	10.6	10.6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Weighted Total Respondents (percent)	1307	254	317	460	276	67	138	1178	107	875	359	286	978	698	131	742	56.8	683	52.2	620	47.4	665	50.9	637	48.7	165	12.6	1099	84.1						
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
No Answer/Refused	8	1	3	2	2	1	2	3	1	2	3	0	6	4	1	4	3	4	2	3	2	32.7	0.4	2	32.7	0.4	0	6	6	0.3	82.2				
100.0	10.6	0.3	38.9	29.6	20.9	10.6	20.9	44.8	11.9	29.3	34.3	6.0	82.2	50.8	11.9	47.1	0.5	44.6	0.5	55.4	0.7	32.7	0.4	2	32.7	0.4	0	6	6	0.3	82.2				
0.6	0.6	0.9	0.5	0.6	1.2	1.1	1.1	0.3	0.8	0.3	0.7	0.2	0.6	0.5	0.7	0.5	0.7	0.5	0.7	0.5	0.7	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4			
Number Answering	1299	253	314	458	274	66	137	1175	106	873	356	286	972	695	130	738	56.8	679	52.3	616	47.4	663	51.0	634	48.8	164	12.7	1093	84.1						
100.0	19.5	24.2	35.2	21.1	5.1	10.5	10.5	90.4	8.1	67.2	27.4	22.0	74.8	53.5	10.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
Very/Somewhat Satisfied (Net)	1208	239	297	419	253	61	125	1142	53	856	288	258	911	654	111	688	56.9	628	52.0	576	47.7	624	51.7	591	48.9	151	12.5	1018	84.3						
100.0	19.8	24.6	34.7	21.0	5.1	10.3	9.1	94.5	4.4	70.9	23.9	21.3	75.4	54.2	9.2	93.1	29.6	56.9	52.0	47.7	51.7	94.2	93.1	591	48.9	151	12.5	1018	84.3						
93.0	94.4	94.6	91.4	92.3	91.9	91.1	97.2	50.5	98.1	80.9	90.3	93.8	94.2	85.8	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6	93.6			
Very Satisfied	889	177	220	298	194	44	94	857	22	693	147	188	665	501	71	492	55.4	461	51.8	425	51.8	471	53.0	439	49.3	107	12.1	747	84.0						
100.0	19.9	24.8	33.5	21.8	4.9	10.5	10.5	96.4	2.5	77.9	16.5	21.1	74.8	56.4	8.0	66.6	6.6	51.8	51.8	47.8	51.8	47.8	51.8	47.8	51.8	51.8	51.8	51.8	51.8	51.8	51.8	51.8	51.8	51.8	
68.4	69.7	70.2	65.0	70.8	66.1	68.5	73.0	20.9	79.3	41.3	65.7	68.4	72.1	55.0	67.8	69.0	67.8	69.0	67.8	69.0	67.8	69.0	71.2	69.1	69.1	69.1	69.1	69.1	69.1	69.1	69.1	69.1	69.1		
Somewhat Satisfied	319	62	77	121	59	17	31	285	31	164	141	70	246	153	40	195	26.5	167	24.7	152	24.7	152	24.7	152	24.7	44	27.1	13.7	85.1	24.8					
100.0	19.5	24.0	37.9	18.5	5.4	9.7	9.7	89.2	9.8	51.3	44.2	22.0	77.2	48.1	12.5	26.5	26.5	52.4	52.4	47.6	52.4	47.6	52.4	47.6	52.4	52.4	52.4	52.4	52.4	52.4	52.4	52.4	52.4	52.4	52.4
24.6	24.6	24.4	26.4	21.5	25.8	22.6	24.2	29.6	18.7	39.6	24.6	25.3	22.1	30.8	24.6	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7		
Not Too/Not At All Satisfied (Net)	80	13	17	34	16	4	10	29	50	14	64	26	53	36	17	47	5.2	44	54.6	45.4	36	43.4	5.2	40	50.4	6.3	13	6.0	66	82.5					
100.0	16.3	21.2	42.3	20.3	5.1	12.1	12.1	36.6	62.3	17.3	80.0	33.2	66.2	45.2	20.7	63.0	6.3	58.5	54.6	45.4	43.4	5.2	40	50.4	6.3	13	6.0	66	82.5						
6.1	5.1	5.4	7.4	5.9	6.1	7.1	7.1	2.5	47.0	1.6	18.0	9.3	5.4	5.2	12.7	6.3	5.2	54.6	54.6	45.4	43.4	5.2	40	50.4	6.3	13	6.0	66	82.5						
Not Too Satisfied	46	9	10	17	9	3	4	22	23	13	30	14	32	25	6	36	3.6	27	59.0	52.6	47.4	47.4	3.6	22	52.5	3.8	8	3.4	37	81.5					
100.0	19.0	22.9	37.6	20.6	5.5	8.3	8.3	47.6	50.5	28.6	66.8	30.8	69.2	55.4	13.7	3.6	3.6	3.6	59.0	52.6	47.4	47.4	3.6	22	52.5	3.8	8	3.4	37	81.5					
3.5	3.4	3.3	3.7	3.4	3.8	2.8	1.8	1.8	21.8	1.5	8.6	4.9	3.3	3.6	4.8	3.6	3.6	3.6	59.0	52.6	47.4	47.4	3.6	22	52.5	3.8	8	3.4	37	81.5					
Not At All Satisfied	34	4	6	17	7	2	6	8	27	1	33	12	21	11	10	20	2.7	20	57.9	54.6	42.6	42.6	2.7	13	37.9	2.0	5	2.1	29	83.7					
100.0	12.7	18.9	48.6	19.8	4.6	17.2	17.2	22.1	77.9	0.1	94	36.3	2.2	31.7	29.9	2.7	2.7	2.7	57.9	54.6	42.6	42.6	2.7	13	37.9	2.0	5	2.1	29	83.7					
2.6	1.7	2.1	3.6	2.5	2.4	4.3	4.3	0.6	25.3	0.1	94	4.4	2.2	31.7	29.9	2.7	2.7	2.7	57.9	54.6	42.6	42.6	2.7	13	37.9	2.0	5	2.1	29	83.7					
Don't Know/No Opinion	12	1	-	5	5	1	2	4	3	3	4	10.9	8	4	2	10.9	0.4	65.3	34.8	17.0	35.3	0.6	65.5	24.8	0.5	4	31.4	0.6	-	9	76.2	0.8			
100.0	0.9	0.5	-	47.1	41.8	11.1	21.3	34.0	22.5	26.3	33.7	10.9	65.3	0.4	34.8	1.5	0.4	0.4	34.8	35.3	17.0	35.3	0.6	65.5	24.8	0.5	4	31.4	0.6	-	9	76.2	0.8		
0.9	1.2	1.8	1.9	1.8	0.3	2.5	0.3	0.3	2.5	0.3	1.1	10.9	0.4	0.4	0.8	0.4	0.4	0.6	34.8	35.3	17.0	35.3	0.6	65.5	24.8	0.5	4	31.4	0.6	-	9	76.2	0.8		
Sigma	1308	254	316	460	276	68	139	1179	107	876	358	285	978	698	130	742	58.8	683	100.4	100.8	100.5	100.5	100.5	664	100.5	100.5	637	100.5	100.5	164	100.3	100.5	100.5	100.5	100.5
100.6	100.2	100.9	100.4	100.6	101.2	101.1	100.2	100.2	100.9	100.2	100.7	100.2	100.6	100.2	100.7	100.2	100.2	100.6	100.5	100.7	100.5	100.5	100.5	664	100.5	100.5	637	100.5	100.5	164					

Table C-14. Electricity Deregulation Tracking Survey

Q. 14A I'm going to read a list of different fuel and energy sources. After I read the list, I'd like you to tell me what energy source is most heavily used to produce electricity in your area. What's the next most heavily used? What's the third?

(*) Most heavily used

	REGION						ELECTRIC COMPANY SATIS- NOT SATIS.	ELECTRIC PRICE SATIS- NOT SATIS.	KILOWATT HOURS KNOW DON'T KNOW	ELECTRICITY BILL LOW HIGH	ENERGY CON-SERVER	HEARD ABOUT DEREGULATION YES NO	PRICE INFO. VERY USEFUL	ENV. INFO. VERY USEFUL	COST PER KWH KNOW DON'T KNOW							
	TOTAL	EAST	MID-WEST	SOUTH	NEW ENGLAND	CALIF. STATE																
Unweighted Total	1307	337	286	430	254	162	125	1176	108	350	382	297	968	706	133	693	604	673	640	12.8	1098	
	1000	25.8	21.9	32.9	19.4	12.4	9.6	90.0	8.3	65.0	29.2	22.7	74.1	54.0	10.2	58.8	53.5	46.2	51.5	49.0	12.8	84.0
Weighted Total Respondents (percent)	1307	254	317	460	276	67	138	1178	107	875	359	286	978	698	131	742	683	620	665	637	12.6	1099
	1000	19.4	24.2	35.2	21.1	5.1	10.6	90.1	8.2	67.0	27.4	21.9	74.8	53.4	10.0	56.8	52.2	47.4	50.9	48.7	10.0	84.1
Number Answering	1307	254	317	460	276	67	138	1178	107	875	359	286	978	698	131	742	683	620	665	637	12.6	1099
	1000	19.4	24.2	35.2	21.1	5.1	10.6	90.0	8.2	67.0	27.4	21.9	74.8	53.4	10.0	56.8	52.2	47.4	50.9	48.7	10.0	84.1
Solar	36	9	3	17	7	0	5	35	2	24	12	9	25	17	5	13	18	18	14	18	4	30
	1000	25.3	7.1	47.7	19.9	0.8	13.9	95.2	4.8	66.8	33.2	24.8	68.1	47.4	12.6	36.1	50.0	50.0	37.9	49.5	11.1	81.8
Coal	226	28	80	80	37	4	7	201	22	159	57	58	164	119	24	138	129	97	109	95	39	184
	1000	12.6	35.6	35.3	16.5	2.0	3.3	89.0	9.8	70.6	25.1	25.7	72.4	52.9	10.8	61.0	56.9	43.1	48.3	41.9	17.1	81.5
Oil	120	52	12	41	15	19	11	107	11	70	41	27	85	55	11	75	69	49	66	60	18	94
	1000	43.3	9.9	34.3	12.5	15.7	9.2	89.4	8.9	58.7	34.1	22.9	71.3	46.1	9.5	62.8	57.6	41.3	55.3	50.5	15.4	78.8
Natural Gas	296	65	88	88	54	13	33	277	14	206	74	56	229	157	26	156	133	160	162	138	26	259
	1000	22.1	29.9	29.6	18.4	4.5	11.3	93.7	4.7	69.8	25.1	19.0	77.5	53.1	8.7	22.5	19.8	21.0	19.5	25.9	54.9	8.8
Nuclear	142	31	46	53	12	10	10	124	14	83	50	33	108	74	16	89	91	51	63	78	17	123
	1000	21.5	32.6	37.2	8.7	7.1	7.5	86.9	10.5	58.5	35.2	23.0	75.9	51.9	11.4	62.5	64.2	35.8	44.5	54.5	12.3	86.6
Hydro-Electric	268	41	34	98	95	11	40	241	23	182	69	62	196	158	18	166	150	118	140	151	52.4	221
	1000	15.2	12.8	36.7	35.3	4.3	15.1	89.8	8.4	67.7	25.7	23.1	73.1	59.1	6.7	61.9	56.1	43.9	22.0	21.1	23.7	21.4
Wind	7	-	-	16.7	83.3	6	-	5	100.0	11.6	88.4	1.1	7	-	100.0	39.8	16.7	5	42.2	57.8	3	-
	1000	0.6	0.3	2.3	3.3	0.6	0.6	60.2	0.8	0.8	0.2	0.8	0.8	0.4	1.0	0.7	0.5	0.7	0.5	74.5	0.9	0.7
Waste-to-Energy	4	2	2	1	-	2	-	4	0	64.7	25.6	1	-	68.5	2	25.6	1	3	80.4	1	-	68.5
	1000	35.3	41.6	23.1	0.6	0.2	2.3	89.6	10.4	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	80.2	0.5	0.1	0.3
Wood or Other Bio-Mass	16	2	3	6	5	-	1	13	3	8	8	5	1	12	11	10	5	11	31.6	68.4	6	15
	1000	14.7	18.3	38.5	28.6	1.3	1.7	65	33.2	16.8	48.8	51.2	1.8	74.5	1.1	1.7	64.4	31.6	42.4	7	7.3	92.7

Table C-14. Electricity Deregulation Tracking Survey (continued)

Q. 14A I'm going to read a list of different fuel and energy sources. After I read the list, I'd like you to tell me what energy source is most heavily used to produce electricity in your area. What's the next most heavily used? What's the third?
 (*) Most heavily used

	REGION						ELECTRIC COMPANY		ELECTRICITY PRICE		KILOWATT HOURS		ELECTRICITY BILL		ENERGY CON-SERVER		HEARD ABOUT DEREGULATION		PRICE INFO. VERY USEFUL		ENV. INFO. VERY USEFUL		COST PER KWH								
	TOTAL		MID-EAST	MID-WEST	SOUTH	NEW WEST	ENG.	CALIF.	SATIS-	NOT	SATIS-	NOT	KNOW	DON'T	BILL	LOW	HIGH	CON-	SERVER	YES	NO	KNOW	DON'T	KNOW	DON'T						
	14	1	3	6	4	-	4	11	3	10	4	69.0	31.0	41.9	58.1	45.3	8.9	42.1	6	54.0	46.0	8	59.5	6	45.6	4	10				
Geo-Thermal	100.0	9.0	22.8	40.0	28.2	-	28.2	1.0	2.9	81.6	18.4	1.0	2.4	1.1	1.2	41.9	58.1	45.3	8.9	42.1	6	54.0	46.0	8	59.5	6	45.6	26.5	73.5		
Electricity	100.0	-	-	1	1	-	-	1	1	-	-	46.8	53.2	0.1	1.0	-	2	100.0	2	53.2	1	53.2	1	46.8	1	1	-	2	-	100.0	0.2
Other	100.0	3	1	2	1	-	1	-	3	1	3	-	84.1	15.9	0.2	0.5	100.0	-	84.1	2	48.2	2	64.1	1	35.9	2	2	-	3	84.1	0.3
Don't Know/ No Opinion	100.0	22	43	67	39	7	21	154	14	120	39	89.9	8.1	13.1	13.1	17.4	137	92	24	80	72	99	87	76	20	147	11.7	85.4	12.2	13.3	
Sigma	100.0	1306	254	316	460	275	67	137	1178	108	875	358	99.9	99.9	100.0	100.1	100.2	978	698	129	742	682	618	665	638	164	1098	100.1	100.1		

Table C-15. Electricity Deregulation Tracking Survey

Q. 22 (Of those who own their residence or rent and pay their electric bill separately). About how many kilowatt-hours of energy did you use during the month?

	REGION				ELECTRIC COMPANY	ELECTRICITY PRICE SATIS- NOT SATIS.	KILOWATT HOURS KNOW DON'T KNOW	ELECTRICITY BILL LOW HIGH	ENERGY CON-SERVER	HEARD ABOUT DEREGULATION YES NO	PRICE INFO. VERY USEFUL	ENV. INFO. VERY USEFUL	COST PER KWH KNOW DON'T KNOW	
	TOTAL	EAST	MID- WEST	SOUTH	NEW CALIF.	SATIS- NOT SATIS.								
Unweighted Total	1267	319	280	422	246	153	119	139	106	826	378	297	680	583
	1000	25.2	22.1	33.3	19.4	12.1	9.4	39.9	8.4	65.2	29.8	23.4	76.4	55.7
Weighted Total	1266	239	310	450	266	63	131	141	105	851	356	286	978	698
Weighted Total Eligible (percent)	1000	18.9	24.5	35.5	21.0	5.0	10.4	90.1	8.3	67.2	28.1	22.6	77.2	55.2
No Answer/ Refused	1000	-	50.0	50.0	-	-	-	1000	100.0	100.0	100.0	100.0	100.0	100.0
Number Answering	1264	239	309	449	266	63	131	138	105	850	356	286	978	698
	1000	18.9	24.5	35.5	21.1	5.0	10.4	90.1	8.3	67.3	28.2	22.6	77.4	55.3
Low (500 or Fewer kWh)	90	25	24	19	23	8	12	86	4	62	24	90	-	62
	1000	27.2	26.5	21.4	24.9	8.8	13.7	95.3	4.7	68.6	27.0	100.0	100.0	69.0
Medium (501-999 kWh)	70	17	21	21	11	5	6	65	5	47	23	70	-	52
	1000	24.2	30.1	29.9	15.9	6.7	4.8	92.6	7.4	67.8	32.2	100.0	100.0	73.8
High (1,000 or More kWh)	126	9	22	71	24	3	4	108	18	81	43	126	-	46
	1000	6.8	17.3	56.7	19.2	2.1	3.5	85.8	14.2	64.2	34.2	100.0	100.0	36.8
Don't Know/ No Opinion	978	189	243	337	209	48	108	880	78	660	266	-	978	538
	1000	19.4	24.8	34.5	21.3	4.9	11.1	89.9	7.9	67.5	27.2	-	100.0	55.0
Sigma	1266	240	311	449	267	64	130	1141	105	851	356	286	978	698
	1000	100.1	100.2	100.3	100.0	100.1	100.0	100.3	99.9	100.1	100.0	100.0	100.0	100.1

Table C-16. Electricity Deregulation Tracking Survey

Q. 28 Have you heard anything about the deregulation of electric utilities or the possibility that some people may choose their electric company?

Region									Electric Company		Electricity Price		Kilowatt Hours		Electricity Bill		Energy Con-Server		Heard About Deregulation		Price Info. Very Useful		Env. Info. Very Useful		Cost per Kwh		
Total		Mid-East		New West		Eng.		Calif.		Satis-	Not	Satis-	Not	Know	Don't	Low	High	Con-	SerVer	Yes	No	Very	Useful	Env.	Info.	Know	Don't
		MID-	EAST	NEW	SOUTH	WEST	ENG.	CALIF.	FIED	SATIS.	FIED	SATIS.	KNOW	DON'T	LOW	HIGH	CON-	SERVER	INFO.	VERY	INFO.	ENV.	INFO.	KNOW	KNOW	Don't	
1307 100.0	337 25.8	286 21.9	430 32.9	254 19.4	162 12.4	125 9.6	1176 90.0	108 8.3	850 65.0	382 29.2	297 22.7	968 74.1	706 54.0	133 10.2	768 58.8	699 53.5	604 46.2	673 51.5	640 49.0	167 12.8	1098 84.0						
1307 100.0	254 19.4	317 24.2	460 35.2	276 21.1	67 5.1	138 10.6	1178 90.1	107 8.2	875 67.0	359 27.4	286 100.0	978 74.8	698 53.4	131 10.0	742 56.8	683 52.2	620 47.4	665 50.9	637 100.0	165 12.6	1099 84.1						
1 100.0	- 0.1	- 100.0	1 0.2	- 0.2	- 0.1	- 0.1	1 100.0	- 0.1	1 100.0	- 0.1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -			
1306 100.0	254 19.5	317 24.3	459 35.2	276 21.1	67 5.2	138 10.6	1177 90.1	107 8.2	874 66.9	359 27.5	286 21.9	978 74.9	698 53.5	131 10.0	742 56.8	683 52.3	620 47.5	665 50.9	637 100.0	165 12.6	1099 84.2						
683 100.0	163 23.9	159 23.3	215 31.5	146 21.4	44 6.5	87 12.7	602 88.2	68 10.0	431 63.2	213 31.2	173 25.3	489 71.6	375 54.9	60 8.8	425 62.2	683 100.0	- -	379 55.5	350 57.0	110 54.9	550 50.1						
620 100.0	91 14.7	157 25.3	243 39.2	128 20.7	23 3.7	52 8.3	572 92.2	39 6.2	440 70.9	146 23.5	113 18.3	485 78.3	320 51.7	71 11.4	316 51.0	- 100.0	620 100.0	286 42.6	285 43.0	55 44.7	545 49.6						
4 100.0	- 0.3	1 30.9	1 37.5	1 31.6	- 0.3	- 0.4	4 100.0	- 0.3	4 100.0	- 0.4	- -	4 100.0	4 100.0	- 0.5	1 31.6	- 0.2	- -	- -	2 69.1	- 0.4	4 100.0						
1308 100.2	254 100.0	317 100.0	460 100.2	275 100.0	67 100.0	139 100.0	1179 100.1	107 100.0	876 100.1	359 100.0	286 100.0	978 100.0	699 100.0	131 100.0	742 100.1	683 100.0	620 100.0	665 100.0	637 100.0	165 100.0	1099 100.0						

Table C-17. Electricity Deregulation Tracking Survey

Q. 28 Under deregulation all existing electric utilities plus many new companies will be allowed to compete to serve you. Utility regulators will no longer say how each company should produce power or how much they can charge. Under deregulation, do you think that your electricity service would...?

	REGION				ELECTRIC COMPANY SATIS- NOT SATIS.	ELECTRIC PRICE SATIS- NOT SATIS.	KILOWATT HOURS KNOW DON'T KNOW	ELECTRICITY BILL LOW HIGH	ENERGY CON-SERVER	HEARD ABOUT DEREGULATION YES NO	PRICE INFO. VERY USEFUL	ENV. INFO. VERY USEFUL	COST PER KWH KNOW DON'T KNOW	
	TOTAL	EAST	MID- WEST	SOUTH	NEW CALIF. ENG.									
Unweighted Total	1307	337	286	430	254	162	125	1176	108	850	382	297	968	706
	1000	25.8	21.9	32.9	19.4	12.4	9.6	90.0	8.3	65.0	29.2	22.7	74.1	54.0
Weighted Total Respondents (percent)	1307	254	317	460	276	67	138	1178	107	875	359	286	978	698
	1000	19.4	24.2	35.2	21.1	10.6	10.6	90.1	8.2	67.0	27.4	21.9	74.8	53.4
	1000	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
No Answer/ Refused	3	1	1	1	-	23.5	-	87.6	0.2	76.5	23.5	1	-	0
	0.2	0.3	0.3	0.2		1.0		0.2		0.2	0.2	0.2	*	11.1
													*	0.2
Number Answering	1304	253	316	459	276	67	138	1176	107	873	358	286	976	697
	1000	19.4	24.2	35.2	21.1	10.6	10.6	90.2	8.2	67.0	27.4	21.9	74.9	53.4
	1000	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Improve	332	67	71	129	65	22	40	284	41	190	122	71	252	170
	1000	20.2	21.4	38.9	19.6	6.8	12.0	65.6	12.0	57.3	36.7	21.4	75.9	51.4
		25.4	26.4	28.1	23.5	33.8	24.2	38.0	21.8	34.0	34.0	24.8	25.8	24.5
Get Worse	335	56	81	112	86	18	28	303	25	238	85	90	233	190
	1000	16.7	24.2	33.4	25.6	5.4	8.4	90.4	7.4	70.9	25.3	26.8	69.5	56.6
		25.7	22.1	25.8	24.4	31.2	27.1	20.3	25.8	23.2	27.2	23.7	31.4	23.9
Stay About the Same	601	122	157	203	118	24	66	556	37	424	139	121	459	318
	1000	20.3	26.2	33.9	19.6	4.1	11.1	92.6	6.2	70.5	23.1	20.2	76.4	52.9
		46.1	48.2	49.8	44.3	42.7	36.6	48.0	47.3	34.8	48.5	38.8	42.4	47.0
Don't Know/ No Opinion	36	8	6	15	7	2	4	32	4	22	12	4	32	19
	1000	22.6	17.3	40.1	20.0	4.7	10.6	88.4	11.6	59.8	34.1	10.6	89.4	52.4
		2.8	3.2	3.2	2.6	2.6	2.8	2.7	4.0	2.5	3.5	1.3	3.3	2.7
Sigma	1307	254	316	460	276	67	138	1177	107	876	359	286	978	698
	1002	100.2	100.3	1002	100.0	101.1	100.0	100.2	100.0	100.2	100.0	100.2	100.0	100.0

Note: Percentage less than 0.05 printed as *.

Table C-18. Electricity Deregulation Tracking Survey

Q. 38 Do you think the reliability of your electricity service would...?

	REGION								ELECTRIC COMPANY SATIS- FIED		ELECTRICITY PRICE SATIS- FIED		KILOWATT HOURS KNOW DON'T KNOW		ELECTRICITY BILL LOW HIGH		ENERGY CON- SERVER		HEARD ABOUT DEREGULATION YES NO		PRICE INFO. VERY USEFUL		ENV. INFO. VERY USEFUL		COST PER KWH KNOW DON'T KNOW	
	TOTAL EAST		MID- WEST		NEW SOUTH		WEST ENG. CALIF.																			
	1307 100.0	337 25.8	286 21.9	430 32.9	254 19.4	162 12.4	125 9.6	1176 90.0	108 8.3	850 65.0	382 29.2	297 22.7	968 74.1	706 54.0	133 10.2	768 58.8	699 53.5	604 46.2	673 51.5	640 49.0	167 12.8	1098 84.0				
Unweighted Total	1307 100.0	337 25.8	286 21.9	430 32.9	254 19.4	162 12.4	125 9.6	1176 90.0	108 8.3	850 65.0	382 29.2	297 22.7	968 74.1	706 54.0	133 10.2	768 58.8	699 53.5	604 46.2	673 51.5	640 49.0	167 12.8	1098 84.0				
Weighted Total Respondents (percent)	1307 100.0	254 19.4	317 24.2	460 35.2	276 21.1	67 5.1	138 10.6	1178 90.1	107 8.2	875 67.0	359 27.4	286 21.9	978 74.8	698 53.4	131 10.0	742 56.8	683 52.2	620 47.4	665 50.9	637 48.7	165 12.6	1099 84.1				
No Answer/Refused	3 0.2	0 0.1	1 0.3	1 0.2	- 0.5	0 0.5	- -	2 0.2	- -	2 0.2	0 0.1	- -	1 0.1	1 0.2	- -	- -	- -	1 0.2	1 0.2	- -	- -	1 0.1	57.2 0.1			
Number Answering	1304 100.0	254 19.5	316 24.2	459 35.2	276 21.1	67 5.1	138 10.6	1176 90.2	107 8.2	873 66.9	358 27.5	286 21.9	977 74.9	697 53.5	131 10.0	742 56.9	683 52.3	618 47.4	664 50.9	637 48.8	165 12.6	1097 84.1				
Improve	249 100.0	54 21.5	57 23.1	99 39.9	39 15.5	13 5.2	23 9.3	202 81.2	40 16.1	146 58.6	94 37.7	43 17.2	198 79.4	126 50.7	23 9.3	133 53.6	126 50.7	123 49.3	146 58.8	135 54.4	27 21.3	213 16.4				
Get Worse	288 100.0	39 13.5	75 25.9	101 34.9	74 25.7	12 4.1	29 9.9	266 92.4	19 6.5	200 69.2	72 25.0	75 26.1	198 68.7	153 53.0	29 10.1	176 61.1	152 52.7	134 46.6	161 55.7	136 47.0	37 21.3	238 22.2				
Stay About the Same	743 100.0	158 21.2	181 24.3	251 33.8	154 20.7	41 5.5	83 11.1	685 92.2	46 6.2	512 68.9	186 25.1	165 22.2	560 75.3	405 54.5	76 10.3	417 56.2	394 53.1	349 46.9	348 56.4	355 52.4	99 55.7	624 55.7				
Don't Know/No Opinion	24 100.0	3 14.4	3 12.6	8 34.6	9 38.3	2 6.2	4 16.2	22 91.8	2 8.2	16 66.1	6 24.8	3 13.7	21 86.3	13 55.4	2 8.9	15 62.9	10 41.8	13 52.7	9 37.2	11 1.4	2 46.8	22 1.8				
Sigma	1307 100.3	254 100.1	317 100.3	460 100.1	276 100.0	68 100.4	139 99.9	1177 100.3	107 100.0	876 100.2	358 100.1	286 100.0	978 100.0	698 100.2	130 100.0	741 100.0	682 100.1	620 100.2	665 100.3	637 100.1	165 100.0	1098 100.1				

Table C-19. Electricity Deregulation Tracking Survey
Q. 38 Do you think the price you would pay for electricity will...?

	REGION				ELECTRIC COMPANY SATIS- NOT SATIS-	ELECTRIC PRICE SATIS- NOT SATIS-	KILOWATT HOURS KNOW DON'T KNOW	ELECTRICITY BILL LOW HIGH	ENERGY CON-SERVER	HEARD ABOUT DEREGULATION YES NO	PRICE INFO. VERY USEFUL	ENV. INFO. VERY USEFUL	COST PER KWH KNOW DON'T KNOW	
	TOTAL	EAST	MID- WEST	SOUTH	NEW CALIF.	SATIS- FIED	SATIS- FIED							
Unweighted Total	1307	337	286	430	254	162	125	1176	108	297	968	699	604	673
	1000	25.8	21.9	32.9	19.4	12.4	9.6	90.0	8.3	65.0	38.2	54.0	10.2	58.8
Weighted Total Respondents (percent)	1307	254	317	460	276	67	138	1178	107	875	359	698	131	742
	1000	19.4	24.2	35.2	21.1	5.1	10.6	90.1	8.2	67.0	27.4	53.4	10.0	56.8
No Answer/ Refused	1000	24.6	-	75.4	-	0	-	1000	100.0	1000	100.0	100.0	100.0	100.0
	0.1	0.1		0.2		0.5	0.1			75.4	24.6	24.6	*	0.1
Number Answering	1305	254	317	459	276	67	138	1177	107	874	358	698	131	742
	1000	19.4	24.3	35.2	21.1	5.1	10.6	90.2	8.2	67.0	27.4	53.5	10.0	56.8
Increase	459	84	115	161	100	21	33	421	27	338	98	113	326	260
	1000	18.2	25.0	35.0	21.8	4.6	7.3	91.6	6.0	73.5	21.3	24.6	70.9	55.3
Decrease	432	91	109	139	92	27	57	376	50	256	153	100	322	224
	1000	21.2	25.2	32.3	21.4	6.3	13.1	87.1	11.5	59.2	35.3	23.2	74.6	57.1
Stay About the Same	400	74	92	157	76	19	45	370	26	275	102	71	317	217
	306	29.3	34.1	34.1	19.1	4.6	11.4	92.7	6.6	68.9	25.4	17.7	79.3	54.2
Don't Know/ No Opinion	15	4	1	2	7	0	3	10	3	6	2	13	5	7
	1000	29.9	6.8	15.5	47.9	2.5	0.5	18.9	67.6	21.6	37.9	43.9	12.9	45.3
sigma	1307	253	317	460	275	67	138	1178	106	876	359	286	978	743
	1001	100.1	100.0	100.2	100.0	100.5	100.0	100.1	100.1	100.0	100.2	100.0	100.0	100.1

Note: Percentage less than 0.05 printed as *.

Table C-20. Electricity Deregulation Tracking Survey

Q. 40 Do you think consumers would be able to affect the amount of pollution created by choosing electric suppliers who use cleaner production methods?

	REGION								ELECTRIC COMPANY SATIS- FIED		ELECTRICITY PRICE SATIS- FIED		KILOWATT HOURS KNOW DON'T KNOW		ELECTRICITY BILL LOW HIGH		ENERGY CON- SERVER		HEARD ABOUT DEREGULATION YES NO		PRICE INFO. VERY USEFUL		ENV. INFO. VERY USEFUL		COST PER KWH KNOW DON'T KNOW				
	TOTAL		MID- EAST		NEW WEST		CALIF.		SATIS-	NOT SATIS.	SATIS-	NOT SATIS.	KNOW	DON'T KNOW	BILL	LOW	HIGH	CON-	SERVER	YES	NO	INFO.	VERY USEFUL	INFO.	VERY USEFUL	KWH	KNOW	DON'T	KNOW
	Unweighted Total	1307	337	286	430	254	162	125	9.6	1176	108	850	382	297	968	706	133	768	699	604	673	640	49.0	167	12.8	1098	84.0		
Weighted Total Respondents (percent)	1307	254	317	460	276	67	138	10.6	1178	107	875	359	286	978	698	131	742	683	620	665	637	48.7	165	12.6	1099	84.1			
No Answer/Refused	5 100.0	26.9 19.4	50.1 24.2	23.0 35.2	- 21.1	0 5.1	- 10.6	- 100.0	1178	107	875	359	286	978	698	131	742	683	620	665	637	48.7	165 100.0	12.6 100.0	1099 100.0	84.1 100.0			
Number Answering	1302 100.0	253 19.4	315 24.2	459 35.3	276 21.2	67 5.1	138 10.6	100.0	1174	106	873	356	286	975	696	131	741	681	617	664	637	48.9	164 100.0	12.6 100.0	1097 100.0	84.2 100.0			
Yes	915 100.0	180 19.7	221 24.1	331 36.2	183 20.0	48 5.2	98 10.8	71.2	817	82	595	265	187	694	486	93	504	447	466	479	503	109	773	12.0 71.2	84.5 70.2	100.0 100.0	84.5 70.5		
No	333 100.0	67 20.3	78 23.4	110 33.2	77 23.1	17 5.0	31 9.4	22.7	305	23	239	82	82	244	182	33	205	214	118	166	116	51	275	15.2 26.7	82.8 24.8	31.0 25.5	25.1 31.0		
Don't Know/No Opinion	55 100.0	5 9.9	16 29.1	18 32.2	16 28.9	2 4.2	8 15.4	6.1	53 95.6	1 2.1	39 70.6	9 17.0	16 29.4	37 67.8	28 51.4	4 7.8	32 58.2	21 37.9	34 62.1	19 34.4	18 32.0	4 6.6	48 88.2	2.2 2.8	4.4 2.2	4.4 4.4			
Sigma	1308 100.3	253 100.5	317 100.8	460 100.3	276 100.1	67 100.7	137 100.0	100.3	1179	107	876	358	285	978	699	130	742	683	620	665	637	100.0	165 100.8	1098 100.2	100.0 100.2	100.2 100.0			

Table C-21. Electricity Deregulation Tracking Survey

Q. 41A How useful would you find the following information (*) when making a decision about choosing an electric company: very useful, somewhat useful, not too useful, or not useful at all?
 (*) Price

	REGION						ELECTRIC COMPANY SATIS- FIED	ELECTRIC PRICE SATIS- NOT FIED	KILOWATT HOURS KNOW DON'T KNOW	ELECTRICITY BILL LOW HIGH	ENERGY CON-SERVER	HEARD ABOUT DEREGULATION YES NO	PRICE INFO. VERY USEFUL	ENV. INFO. VERY USEFUL	COST PER KWH KNOW DON'T KNOW												
	TOTAL	EAST	MID- WEST	SOUTH	NEW ENG.	CALIF.																					
Unweighted Total	1307 100.0	337 25.8	286 21.9	430 32.9	254 19.4	125 9.6	176 90.0	108 8.3	850 65.0	382 29.2	297 22.7	968 74.1	706 54.0	133 102	768 58.8	699 53.5	604 46.2	673 51.5	640 49.0	167 12.8	1098 84.0						
Weighted Total Respondents (percent)	1307 100.0	254 19.4	317 24.2	460 100.0	276 100.0	67 100.0	138 100.0	107 100.0	875 100.0	359 100.0	286 100.0	978 100.0	698 100.0	131 100.0	742 100.0	683 100.0	620 52.2	655 47.4	637 50.9	165 100.0	126 48.7	1099 100.0					
No Answer/ Refused	1000 0.4	364 0.8	224 0.4	412 0.5	2 1.1	- 1.1	140 1.1	- 0.4	5 0.4	1 0.1	206 0.1	364 0.5	2 0.1	279 0.4	1 0.2	279 0.4	291 0.2	- 0.2	2 0.4	- 0.4	4 0.4						
Number Answering	1302 100.0	252 100.0	316 100.0	458 100.0	276 100.0	67 100.0	138 100.0	107 100.0	874 100.0	357 100.0	286 100.0	974 100.0	696 100.0	131 100.0	740 100.0	680 100.0	618 52.2	665 47.5	635 51.1	165 100.0	127 48.8	1095 100.0					
Useful (Net)	1119 100.0	220 19.6	280 25.0	386 84.2	234 84.9	56 84.8	173 90.1	107 8.2	672 63.0	274 27.2	220 22.0	74.8 74.5	53.4 53.1	10.0 9.9	740 100.0	680 100.0	618 52.2	665 59.4	635 53.6	165 94.5	128 86.8	1095 85.9					
Very Useful	665 51.1	136 54.1	157 49.8	233 50.8	139 50.3	34 50.7	233 50.9	56 54.2	440 50.3	195 54.8	165 50.3	248 54.8	344 49.5	67 51.4	344 51.4	392 52.9	379 52.9	386 52.9	665 46.3	414 43.0	96 100.0	622 65.2	144 58.3	940 49.7			
Somewhat Useful	454 34.9	83 33.0	122 38.8	153 33.7	95 34.6	23 34.6	233 37.0	34 34.5	66 34.9	58 34.5	397 36.7	58 36.7	321 30.2	108 30.2	85 30.2	250 36.7	358 36.7	234 36.7	- 33.4	- 34.3	- 32.2	- 37.9	- 32.2	47 29.3	396 28.5	544 36.2	
Not Useful (Net)	120 9.3	16 6.5	27 22.0	51 42.1	27 9.7	4 7.7	13 11.1	9 9.4	410 9.6	37 8.6	110 10.9	9 9.4	75 8.6	39 10.9	23 7.9	96 9.9	12 9.3	59 7.9	51 7.5	67 10.9	- 10.9	25 10.9	104 9.5	123 9.0	86.3 9.5		
Not Too Useful	52 4.0	126 2.6	268 4.4	21 4.7	10 3.7	2 3.2	23 3.2	7 3.6	45 3.1	7 6.4	27 3.1	23 6.4	151 5.5	16 4.5	44 2.8	33 4.7	44 4.5	4 3.3	25 3.3	20 2.9	30 4.9	- 2.9	14 2.9	5 2.2	47 3.2	101 4.3	89.2 4.3
Not Useful At All	68 5.2	10 3.9	12 4.0	29 6.4	17 6.0	2 3.5	17 5.5	2 2.1	65 5.5	2 2.1	45 5.5	2 5.5	48 5.2	16 5.2	15 5.2	36 5.2	52 6.0	8 4.6	34 4.6	31 4.6	37 5.9	- 5.9	11 1.7	9 1.7	57 5.8	13.9 5.2	84.1 5.2
Never Received Information	36 2.8	9 3.7	7 2.4	13 2.9	6 2.3	4 5.3	6 5.3	8 2.2	32 2.8	3 2.7	24 2.8	10 2.8	28 2.8	8 2.8	28 2.9	22 2.9	3 2.4	24 2.4	17 2.5	19 3.1	- 3.1	4 0.6	6 0.6	6 0.6	17.6 3.9	81.0 2.7	
Don't Know/ No Opinion	25 2.0	7 0.7	2 0.7	8 1.8	3 3.0	1 3.2	8 3.2	2 3.7	94.7 2.1	20.0 1.7	14 1.6	4 1.2	16.5 1.9	5 1.7	16 1.7	16 1.7	12 1.6	14 1.4	12 3.5	14 2.0	12 1.9	6 0.9	6 0.9	21 0.4	83.2 0.4	1.9	
Sigma	1305 100.4	254 100.8	315 100.5	459 100.5	275 99.9	68 101.1	138 100.0	107 100.5	358 100.0	286 100.1	978 100.1	358 100.5	798 100.1	131 100.4	742 100.4	683 100.4	620 100.4	665 100.4	637 100.4	665 100.4	637 100.4	164 100.4	1099 100.4	100.1			

Table C-22. Electricity Deregulation Tracking Survey

Q. 41C How useful would you find the following information (*) when making a decision about choosing an electric company: very useful, somewhat useful, not too useful, or not useful at all?

(*) Environmental Information

Region										Electric Company		Electricity Price		Kilowatt Hours		Electricity Bill		Energy Con-Server		Heard About Deregulation		Price Info.		Env. Info.		Cost Per Kwh	
Mid-East		New West		Eng.		Calif.		Satis-	Fied	Satis-	Not Fied	Know	Don't Know	Low	High	Con-	Serve	Yes	No	Very Useful	Very Useful	Know	Don't Know				
1307 100.0	337 25.8	286 21.9	430 32.9	254 19.4	162 12.4	125 9.6	1176 90.0	108 8.3	850 65.0	382 29.2	297 22.7	968 74.1	706 54.0	133 10.2	768 58.8	699 53.5	604 46.2	673 51.5	640 49.0	167 12.8	1098 84.0						
1307 100.0	254 19.4	317 24.2	460 35.2	276 21.1	67 5.1	138 10.6	1178 90.1	107 8.2	875 67.0	359 27.4	286 21.9	978 74.8	698 53.4	131 10.0	742 56.8	683 52.2	620 47.4	665 50.9	637 48.7	165 12.6	1099 84.1						
1307 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0					
4 100.0	18.0 0.3	55.5 0.3	2.0 0.7	26.5 0.2	1 1.1	- - <td>1 1.1</td> <td>4 91.4</td> <td>- 0.3</td> <td>2 53.2</td> <td>1 18.0</td> <td>- 0.2</td> <td>3 73.5</td> <td>3 64.9</td> <td>- 0.4</td> <td>0 9.4</td> <td>0 9.4</td> <td>3 64.2</td> <td>1 26.8</td> <td>- 0.2</td> <td>3 73.5</td> <td>3 0.3</td>	1 1.1	4 91.4	- 0.3	2 53.2	1 18.0	- 0.2	3 73.5	3 64.9	- 0.4	0 9.4	0 9.4	3 64.2	1 26.8	- 0.2	3 73.5	3 0.3					
1303 100.0	253 19.4	315 24.2	459 35.2	276 21.2	67 5.1	138 10.6	1174 90.1	107 8.2	873 67.0	358 27.5	286 22.0	975 74.8	696 53.4	131 10.0	741 56.9	682 52.4	617 47.4	664 51.0	637 48.9	165 12.7	1096 84.1						
1112 100.0	220 19.8	275 24.8	389 35.0	227 20.5	57 5.1	110 9.9	1007 90.5	87 7.8	752 67.6	299 26.9	243 21.9	828 74.5	593 53.3	109 9.8	633 56.9	576 51.8	532 47.9	620 55.7	637 57.3	138 12.4	933 83.9						
637 100.0	128 20.0	141 22.1	232 36.5	136 21.4	34 5.3	68 10.7	572 89.9	54 8.4	423 66.5	177 27.8	148 23.3	460 72.2	338 53.0	60 9.4	367 57.7	350 54.9	285 44.7	414 51.2	637 62.3	84 100.0	523 13.3						
475 100.0	93 19.5	135 28.3	157 33.0	91 19.2	23 4.9	41 8.7	434 91.4	33 7.0	329 69.2	122 25.7	95 19.9	368 77.5	255 53.7	49 10.3	265 55.9	227 47.7	247 52.1	206 43.3	- - <td>53 11.2</td> <td>410 86.3</td> <td></td> <td></td>	53 11.2	410 86.3						
128 100.0	21 16.2	30 23.7	46 36.0	31 24.1	4 3.3	18 13.8	111 86.9	16 12.4	79 61.5	43 33.6	29 22.6	98 77.0	65 51.2	14 11.3	76 59.3	77 60.1	51 39.9	40 31.0	- - <td>19 14.8</td> <td>108 84.8</td> <td></td> <td></td>	19 14.8	108 84.8						
63 100.0	13 20.2	14 22.3	23 36.3	13 21.3	2 3.4	8 13.1	56 88.6	6 10.0	37 57.9	22 34.2	12 18.9	51 80.2	37 58.0	6 9.9	37 59.2	29 46.3	34 53.7	23 36.3	- - <td>8 12.2</td> <td>55 87.0</td> <td></td> <td></td>	8 12.2	55 87.0						
64 100.0	8 12.3	16 25.1	23 35.7	17 26.8	2 3.1	9 14.5	55 85.3	9 14.7	42 65.2	21 33.0	17 26.2	48 73.8	29 44.5	8 12.6	38 59.5	47 73.6	17 26.4	17 25.8	- - <td>11 17.5</td> <td>53 82.5</td> <td></td> <td></td>	11 17.5	53 82.5						
39 100.0	9 24.2	7 19.1	14 34.5	9 22.2	3 3.2	4 5.2	35 89.4	3 7.4	26 65.1	11 28.0	9 23.3	30 75.5	25 64.1	2 4.9	25 62.6	19 48.5	20 51.5	1 3.0	- - <td>7 17.0</td> <td>32 81.7</td> <td></td> <td></td>	7 17.0	32 81.7						
24 100.0	3 13.1	2 6.7	11 43.7	9 36.5	2 8.3	7 27.6	22 89.9	1 4.6	17 71.3	5 20.7	5 21.0	19 79.0	12 51.3	6 23.7	2 4.4	9 35.4	10 42.2	14 57.8	4 15.2	- - <td>2 7.4</td> <td>23 92.6</td> <td></td> <td></td>	2 7.4	23 92.6					
1306 100.2	255 100.2	317 100.7	461 100.2	275 100.1	67 101.1	137 100.0	1178 100.4	106 100.0	876 100.2	359 100.2	286 100.1	979 100.4	699 100.5	131 100.0	741 100.1	682 100.1	620 100.5	666 100.3	637 100.0	165 100.0	1099 100.4						